$2.50

PRODUCTS THAT THINK®

12

JS&A®

Highlights

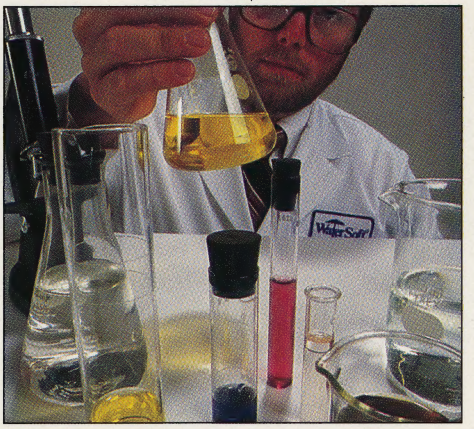
Binocular Secrets
There are a few secrets about how to pick a pair of binoculars and we describe America's top pairs in this informative article. Page 16.

New Borg Scale
Four microprocessors provide accuracy and incentives for any weight reduction program. A clever product and a price breakthrough. Page 26.

The Computer Chair
America's fascination with the computer has left a big gap in furniture design. Read how we've filled that gap with our new chair design. Page 51.

The New Super Stars
Two important ladies responsible for a major typewriter introduction describe their personal philosophies on management and product selection. Page 5.

The Water Bomb
We've discovered a new threat that may pose a serious danger in the future. Read how you can protect yourself and stay healthy. Page 11.



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Publisher's Editorial

A little success can change the world. Take Apple Computer for example. Their success inspired other companies to get into personal computers. Many never made it.

But from all of those companies chasing the dream that Apple Computer made a reality, emerged technology and products that are changing our lives at an incredible speed.

In this issue we touch on a few examples of this phenomenon. In our article, "Hungarian Conspiracy," we point out how Rubik was the catalyst for an outpouring of Hungarian creativity. The success of the Brother EP-20 typewriter launched several spin-offs, two of which we're quite excited about in our article, "Typewriters That Think."

We've departed slightly from our totally space-age electronic catalog to include some products that may not be electronic, but that many of our readers will appreciate. Our Amerec rowing machine and new running machine, for example, are probably the best exercise systems in the country.

Sleep Sheep, our advertisement opposite the order form, has appeared in dozens of national magazines and is one of our best selling products. There are now several imitations but none compare to the best-selling Woolrest. When you buy something for your health, you should always get only the very best.

As many products become more sophisticated, the average person becomes more confused. That's why we take time to explain our products in great detail. But, more important, we do not insult your intelligence. If a product is good, we tell you; if it has shortcomings, we're not afraid to point them out; and finally, if you're not happy for any reason with what you receive during our 30-day trial, we insist that you return it for a full refund which includes our delivery charges.

A Japanese delegation of 37 marketing people recently visited JS&A's offices. Our worldwide advertising attracts many visitors.

So sit back, put up your feet and enter our exciting world. We feature 68 pages of colorful products including many of the advertisements that have appeared in hundreds of national magazines and newspapers.

The Weather Shock and Magic Baloney stories give pretty sound advice on how to hold down energy costs. We know these products are effective. Recently I received a letter from one of our customers with an order for $240 and a short note. "I'm placing this order," he wrote, "with some of the money I saved from using the Magic Stat last winter."

If there is one thing I'm committed to, it's offering you the greatest value. Our price for the Silver Reed EX-42 is the lowest in the country. The Nimslo camera is now only $99, which includes $55 worth of free film and processing. Our prices must be the lowest or we'll refund the difference within 30 days if you can buy the product elsewhere for less—and we'll issue a merchandise credit for the difference if you can purchase the same product for less within 60 days.

JS&A was the first company to nationally market the pocket calculator in 1971 and we've introduced everything from the digital watch to electronic blood pressure monitors. We were also the first company to introduce the convenience of toll-free order taking making shopping by mail easier. We now have many imitators, but none can compare with our spirit, determination and commitment to become your favorite place to shop for exciting and innovative products.

We realize that you can easily shop elsewhere. So, we've made our store (this magazine) an exciting and colorful place to visit. When you call, our operators can now enter your order directly into our computer so your order is processed immediately. If we can't stock products in depth, we don't feature them. And, if for some reason we are temporarily out of stock on the product you order, we notify you immediately—on the phone when you call or by mail.

Our products are all shipped within a few days by United Parcel, unless you specify otherwise. And with the holiday season, we've included a big selection of stocking stuffers at bargain prices—all on the back of our order form. Or, if you can't decide on a present, order a JS&A gift certificate.

We hope you enjoy our magazine. Please give us the chance to serve you.

Joseph Sugarman
Publisher

Our Pledge

JS&A promises and guarantees that all products advertised in this issue have been described and presented as honestly and accurately as possible.

We realize that prices can fluctuate on a product due to market forces. We guarantee that in the unlikely event a product can be purchased elsewhere for less than from JS&A, we will issue you a refund for the difference. This offer is good for 30 days after you receive your order.

Finally, we insist on your complete satisfaction. We don't just mention that you can return a product within 30 days if you're not completely happy—we insist on it and point this out continually in our advertising. And if you do return a product, we also refund our delivery charges.

JS&A will strive to bring you the newest technology, the finest products and the best service possible. We appreciate your support and patronage and will never take it for granted.

The Cover

Introducing Garbin and company, aliens from outer space and a unique toy that we predict will become a big fad. The cover shot was taken by one of America's top product photographers, Gerry Johnson. The photo of the moon was shot from the Rickerson poster on the inside back cover.

SILVER-REED

Silver Bullets

Two ladies responsible for the introduction of the two most exciting new typewriters in America.

During a recent press conference, Marion Baker points to the 188 character keyboard and describes the versatility of the EX-15 as Mary Stanke looks on. "The people at Silver Reed have outdone themselves."

Marion Baker is the Vice President for Special Markets at the Silver Reed company and is one of the top women executives in the typewriter industry. She really knows typewriters and really knows marketing.

Mary Stanke is the Chief Operating Officer for JS&A and one of the top women executives in the electronics marketing industry. She really knows technology and can recognize solid value.

So, when Marion Baker decided to pick one company to introduce her two new typewriters, she called Mary Stanke of JS&A. The rest of the story is history. But what about the past? What special spark led these two women to the top posts they now hold in what was once a male-dominated industry? We'll get to the past later—first the future.

SILVER REED EX-10

The Silver Reed EX-10 is a small 2 x 9 x 12½" notebook-size typewriter that weighs less than seven pounds and fits into a briefcase. It is battery operated, types on plain or thermal paper and is about the same size and weight as the popular Brother EP-20 typewriter. But, there's a big difference.

The older Brother EP-20 model shapes its characters from a 7 x 5 dot matrix which is a block of 35 dots. The Silver Reed, however, uses a 16 x 5 dot matrix or 80 dots. The end result is better character formation and crisper looking letters, notes and memos because the dots overlap each other and look more like solid lines. But, there's more.

The Silver Reed EX-10 types a clear impression on regular bond paper. And its cartridge ribbons last longer and cost 35% less than the Brother—19,000 characters per ribbon at a cost of only $3 each compared to 16,000 characters and a $4 cost with the Brother unit.

The Silver Reed was designed to expand into a computer printer with its RS-232 interface. You may never expand it into a printer, but the unit is built rugged—with heavy-duty components—for printer applications. If you never expand it into a printer, you get a solid, well-built typewriter—not a toy.

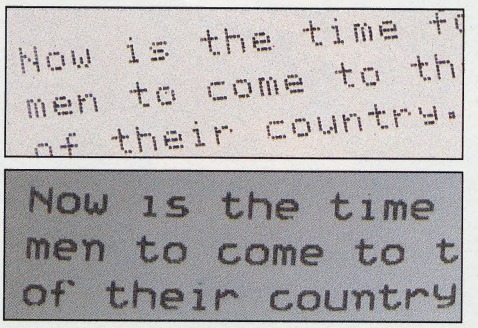
If you do decide to use the EX-10 as a printer, you have the advantage of a 5 x 16 dot matrix. JS&A will include in each carton further information about the EX-10's expansion capabilities.

We prefer the Silver Reed EX-10 over the Brother EP-20 or EP-22 models for two basic reasons—the print quality and the savings on supplies which will more than make up for its slightly higher price.

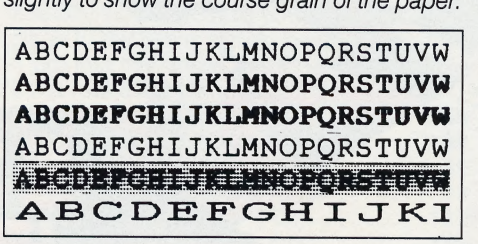
The EX-10 has the self-correcting LCD display that lets you review the last 16 characters you've typed before they are printed. There's a built-in calculator with a print and no-print function. Its features include an automatic paper feed and repeat key (every character can be repeated). The EX-10 is totally silent so you can use it in libraries, classrooms and on airplanes. Each unit comes complete with an AC adapter and 3 cassette ribbons plus a hardcover case. A soft carrying case is also available and 4 D-cell batteries are optional.

SILVER REED EX-15

The Silver Reed EX-15 is unlike any other typewriter. It is an AC operated unit with a 31 x 5 dot matrix or a 155 dot format and uses standard ribbon to give nearly letter-quality results. It has, however, two big advantages.



Here is a comparison between the 7 x 5 dot matrix of the Brother (top) and the 15 x 5 of the Silver Reed. The Silver Reed specimen was typed on bond paper while the Brother example was typed on a special smooth surface. The Silver Reed specimen was also bent slightly to show the course grain of the paper.



The different type formats of the EX-15.

First, it can type in 6 different type formats in either 10 or 12 pitch with its 188 characters. But its use as a printer is its real advantage. Hook it up to your computer using the optional interface and you can print at a speed of 18 characters per second compared to the 12 or 13 cps of most other typewriter/printers. You get a reasonably quick printer and a very versatile typewriter as well.

If you're looking for a printer for your home computer as well as a versatile typewriter with speed and a better-quality impression, Silver Reed EX-15 is our choice, too. There is no other typewriter that can compare with it.

Order one of the new Silver Reeds. Try it for 30 days. If you're not completely satisfied, you always have the option of returning it within 30 days for a full refund.

If you already bought the Brother EP-20 or EP-22 from JS&A, don't despair. We'll take your unit back and give you a $100 credit towards one of the new Silver Reed units. Just return your EP-20 to JS&A along with a check for the balance plus $5 postage and handling. And, if you want to buy a used EP-20, we'll be happy to send you one for $99 plus delivery.

MARION BAKER

Marion Baker started her career as a secretary and typing teacher in San Francisco with Royal Typewriter Company. She later conducted sales training courses and eventually became the director of mass merchandising for Olivetti. In her present position at Silver Reed, she is the top woman executive in the American typewriter industry. Her management philosophies center on a person's ego. As a woman who manages plenty of men, she says, "I never destroy anyone's ego. We are all adults and everybody should be treated as an adult. I just set goals, step back and observe."

MARY STANKE

Mary Stanke started as a secretary for the Chrysler Corporation and later left for a secretarial position at the then young JS&A company. While working at JS&A she attended courses in accounting, management and advertising. After 12 years with the company, she now directs JS&A's operations board as chief operating officer. As a key executive, she often has to pass judgement on products presented to JS&A. "We see thousands of products each year and practically all of the typewriters. We've selected the new Silver Reeds as the most innovative and, since our readers thrive on new technology, we feel the new Silver Reed models will be quite popular."

Thanks Marion and Mary. We're sure our readers appreciate your efforts and the opportunity to purchase your typewriters.

Silver Reed EX-10 (6040C 5.00) **$279**
Silver Reed EX 15 (6041C 5.00) **449**
EX-15 Interface (6042C 5.00) **169**
Used Brother EP-20 (6043C 5.00) **99**

PAC-MAN
TELEPHONE
Mute Switch
Last Number Dialed
IT'S FUN TO USE!
ValuTel
The CradlePhone
All models available in rotary or round tone dial.
Mickey Mouse Phonelamp
Fun and Functional.
Winnie the Pooh Phone

Phones With Character

These phones are not necessarily for children as we've just discovered.

The man pictured to the left has good reason to smile. He is Bill Porter, president of ATC, the company that is the most successful supplier of telephones to America's major telephone companies.

But, get ready for a surprise. Those character phones sold by his company end up not in the rooms of America's affluent children, but rather on the desks of America's top executives and major wheeler-dealers. And for good reason. First, take Mickey.

MICKEY MOUSE®

Everybody, regardless of age, loves Mickey Mouse. In Japan he's called Miki Kuchi, in Italy, Topolino, and during his years of entertaining millions all over the world, Mickey's fans have ranged from H.G. Wells to Nikita Khrushchev. There is probably no other figure in the world who has such an international following. If you are a high-powered executive working on important big deals, or if you're looking for a great phone for the chairman of the board—give a Mickey Mouse phone. And, at our new low price, Mickey might be perfect for the kids, too.

Mickey (Tone) (1073C 4.00) . . . **$89**
Mickey (Rotary) (1074C 4.00) . . . **89**

Good grief! If Mickey isn't exactly right, don't despair. Our ol' pals Snoopy® and Woodstock® are perfect for any purchasing agent, insurance salesman or dentist. Warm-hearted Winnie the Pooh® goes well with painting contractors, writers and bankers and Kermit the Frog® has great appeal for auto mechanics and former football players. The French Provincial cradle phone (shown on the page to the left) is simply beautiful and how it got into this article, we'll never know. But it's a real award winner.

Snoopy (Tone) (1075C 4.00) **$89**
Snoopy (Rotary) (1076C 4.00) **89**
Winnie (Tone) (1077C 4.00) **89**
Winnie (Rotary) (1078C 4.00) **89**
Kermit (Tone) (1079C 4.00) **129**
Kermit (Rotary) (1083C 4.00) **129**
French (Tone) (1084C 4.00) **119**
French (Rotary) (1082C 4.00) **119**

Even PAC-MAN™ fans haven't been left out. The phone shown on the page to the left is one of the last PAC-MAN phones in the country. We've been saving them for this special catalog and there won't be any more after we run out. Our supply is limited and we believe we're the last company offering them. So, act fast if you're a PAC-MAN fan or if you collect weird phones. PAC-MAN includes a last number redial, a mute button and a pulse dialer which will work with either Touch-Tone® or rotary service. There's an 8' cord (the last 12" are self coiling), and the phone is made of ABS plastic. To make a call you open the mouth, and to hang up you just munch him shut. He measures 4½" in diameter and 2" wide.

PAC-MAN (1221C 3.00) **$39**

Of course, we don't want you to think that these phones are just for adults. Youngsters love these clever and imaginative characters and they're perfect as a child's first phone. The other phones also add a nice touch of color to any bedroom. That special youngster, grandchild, niece or nephew will be the envy of the neighborhood when friends step into their room and see Kermit or Snoopy sitting on the nightstand.

HIGH-GLOSS FINISH

The French Provincial phone, Mickey, Snoopy, Winnie the Pooh and Kermit all have an easy-to-clean high-gloss finish with an ABS plastic handset. They plug into any modular jack and an extra-long 14' cord is included with each model. The French Provincial cradle phone measures 6¼ x 9 x 10," Mickey is 8½ x 9½ x 15," Kermit is 8½ x 11 x 12," Snoopy is 8½ x 9½ x 15" and Winnie the Pooh is 8½ x 10½ x 13¾." (Winnie the Pooh doesn't include the lamp shown in the photo.)

If you really want to give an impressive gift, a character phone is a novel and practical idea that will certainly put a big smile on everyone's face. Order one, today.

Last winter was mild, but our weather patterns are changing.

Weather Shock

Last winter two major changes affected our lives and nobody noticed. This winter, watch out.

Last winter was mild. In fact, it was the mildest winter in the last 50 years saving consumers 30% in fuel costs.

At the same time in some places fuel costs were rising 30%. But nobody noticed. This year, however, changes in weather patterns and normal inflation will create an energy price shock unparalled since the oil embargo. But here's the key.

Americans can counter the shock by a clever energy move that may have a long lasting impact on the way we'll live in the future. It's called "zone heating," it's very popular in the Orient and here's how it works.

You turn down your thermostat to 62º and just heat those rooms you actually use. The savings can be dramatic because instead of heating your entire home, you heat only a room or two at a time. In fact, *Popular Science* magazine stated, "Savings can be spectacular." The most popular heaters use kerosene or electricity. Kerosene can be dangerous and electricity can be expensive.

Yet, it's incredible. Kerosene heaters are the hottest selling type of zone heater. Here's why. First, kerosene is one of the most efficient heating fuels you can use. A kerosene heater through a wick creates a vapor and then completely burns the vapor with 99% efficiency. It's so clean that a gas stove may produce more pollution within a few minutes than a kerosene heater running for a full hour.

But kerosene heaters can be harmful. A *Consumer Report* article pointed out that they could cause burns when accidentally touched and they might tip over and start a fire. So much for kerosene heaters.

A large company called AMCA has just developed a new computerized zone heating system called the Koehring. It has all the advantages of the kerosene heater and combines microelectronics and solid-state technology to produce what is called "computer monitored combustion." The new system uses kerosene but has none of the dis-

advantages of a kerosene wick heater.

First, there is no wick. An electronic computer-controlled fuel pump actually atomizes the kerosene into a micro-fine vapor. Then a computer-controlled ignition system ignites the vapor with almost 100% efficiency—achieved from its sophisticated electronics.

Secondly, a fan optimizes the combustion process by forcing warm air through its costly chromium steel heating element. The fan also circulates the air throughout a room keeping the floor to ceiling temperature variation to a minimum. This, too, saves energy because warm air continuously circulates instead of rising, and you can heat a few rooms in the process. And finally, the unit is not so hot that you can't touch it. You can even sit on it with no fear of burning yourself.

UL LISTED

There is also a two stage, thermostat-controlled system. When turned on inside a cold room, the unit operates at 13,600 BTU's per hour until the room reaches the desired temperature. Once it is reached, the second stage takes over producing only 9,500 BTU's per hour to keep your room warm. It's like having two heaters in one.

Had it been reviewed by *Consumer Reports* it might well have been rated number one. First, it's UL listed. Second, it is designed to not tip over. And finally, should an earthquake tip it over, the built-in computer and safety shut off will isolate the kerosene supply, extinguish the burning process and turn off the power to the computer.

One fear about kerosene heating systems is that they also deplete the amount of oxygen in a well-insulated room. Although this fear is overstated since most rooms "breathe" fresh oxygen constantly, the Koehring also has an oxygen sensor which will automatically shut off the unit if oxygen is indeed not being replaced in a room. This is a computerized fail-safe feature that should eliminate any concern for the unit's safe operation.

NEVER REALIZED IT

The Koehring also looks good in any room and you'd never realize it was a zone heater unless that fact was pointed out to you. The unit comes with a removeable tank. You can fill it from a master container or you can buy a spare tank and keep both filled. Kerosene is available most everywhere for between one and two dollars a gallon and with its 1½ gallon capacity a tankful will last for approximately 15 to 20 hours of average use.

The unit weighs only 40 pounds, measures 10 x 20 x 24" and you can easily slide it from room to room as you move thoughout your home. A delay-start timer will turn it on in the morning or at any preset time to prewarm a room and also will automatically shut it off. And it's easy to operate manually. Just press a button to turn it on and press the same button to turn it off. It's just that simple.

Each degree you lower your home temperature you save 3% in energy costs. Lower your thermostat by 10º and you save 30% on energy, and you can easily do this with zone heating. Add a set-back thermostat (see page 33) and you have a combination that lets you fight high energy costs while still maintaining a high comfort level. If your monthly fuel bill is $200, it is possible to save $60 per month or about $300 each 5 month season. And, in spring and fall, instead of turning on the big furnace for those occasional cool evenings, you can use zone heating.

The weather busters at AMCA's consumer division display their new arsenal. From left to right are Gerald L. Faurote, Damon Vitale and John D. Collins.

The metal torpedo, shown below, is also a zone heater—an efficient way to heat a one or two-car garage. If you want to heat your one-car garage, you'll do it very efficiently with the Model 30 with 30,000 BTU's which heats for 13 hours with its three gallon tank. It weighs 35 pounds, measures 12 x 14 x 30" and will heat an area 4,100 cubic feet. For two-car garages or to add occasional heat to a warehouse or storeroom, the Model 70 makes more sense with 70,000 BTU's. It will heat 9,500 cubic feet for almost ten hours with its 5 gallon capacity tank. It measures 12 x 15 x 30." Both units are also available with optional thermostats. In either case, the products from AMCA represent the state-of-the-art in zone heating. Any company controlling 80% of the commercial kerosene zone heating market must be doing things right. We urge you to see how zone heating can make a difference in reducing your heating bills while still maintaining your comfort. Order a Koehring system from JS&A for your home, a cold office or room. When it arrives see how easy and mess-free it operates. Notice how nicely it fits into any room. Then simply switch it on, set the thermostat, sit back and relax. If you're not convinced after our free trial that the Koehring provides comfort as well as savings, simply pack it up in its heavy-duty carton and return it to us for a full refund. JS&A uses zone heating in our offices and warehouse and we strongly recommend you give it a test, too.

The Koehring won't attract much attention until it turns itself on. Then, watch out.

The computer-controlled Koehring heating system is slightly more expensive than many kerosene heaters. With its safety and computerized features, you'd expect that. But for the small difference in cost, the Koehring is a practical investment that could pay for itself the first year and continue to do so for many years to come. Order a zone heating system at no obligation, today.

Koehring Heater (9905C 8.00) **$339**
Model 30 (9906C 6.00) **149**
Model 70 (9907C 6.00) **239**
Thermostat (9908C 1.00) **29**
(Thermostat only for models 30 or 70)

A blast from metal torpedpo model 30 and you will feel the difference.

WaterSoft
100 ml
PYREX

Water Bomb

We're sitting on what might become one of the biggest health problems ever to explode on the American scene.

We take our tap water for granted. And for good reason. We know it's safe, chemically treated and free from bacteria. And, if we live in the country and get water from a well, we're even more confident. But don't be fooled.

If our hunches are correct, even the purest water will not escape the contamination possible during the next several years. First, here's why your water is chlorinated.

INCREASED POPULATION

The earth provides a natural filtration system to purify water. But with today's increased population and industry's need to dispose of chemical waste, this natural filtration system is inadequate. Combined with big city populations and water shortages, you have a condition which requires chemicals to make water safe for consumption. In fact, in the 19th century before water was treated routinely with chlorine, a disease called cholera was a serious danger in urban areas.

Chlorine is a principle water purifier, but it does not produce pure water. Chlorine can combine with particles to form chloroform—a suspected cancer-causing agent.

A research team from Columbia University discovered that people who drank chlorinated water ran a 44 percent higher risk of dying from gastrointestinal or urinary-track cancer than those who drank unchlorinated water. Further studies by other universities came to similar conclusions.

There's another problem with chlorine. Dr. Joseph M. Price, a noted physician and author of the book *Coronaries, Cholesterol & Chlorine*, blames chlorine as being "the basic cause of arteriosclerosis (hardening of the arteries) and the resulting entities such as heart attacks and strokes..."

Chlorine also affects the taste of our mixed beverages and drinks and when combined with the tannins in tea and coffee forms the oil-like sludge you see floating in your cup.

Carefully monitored chlorinated water should be safe, but chlorination was only really introduced within this last century. Its long range impact may not be fully known.

ANOTHER SHOCK

If you're like many Americans and have installed a granulated activated carbon filter at the faucet or even a larger canister filter under the sink, get ready for another shock. You actually might be causing yourself more harm than drinking plain tap water.

When used properly tests have shown that these filters can dramatically reduce the number of contaminants in your water. But if the tap water is not used again within 24 hours, bacteria can grow rapidly in the carbon bed. The only way to eliminate this bacteria after it builds up is to replace the filter. The Canadian government was aware of this problem and almost banned carbon filters completely. Instead, however, they agreed to accept a warning label on all filter packages.

Even if used regularly, carbon filters must also be replaced regularly. And, that can be costly. A typical faucet-mounted filter having less than one ounce of activated carbon needs to have its cartridge replaced once every eleven days. Within three years, based on an average suggested list price, these filters can cost almost $350.

In short, the use of chlorine for purification and the taxation of the earth's natural filtration system, still provides strong arguments for water filters. But most carbon filters have serious drawbacks.

EXAMINED DANGERS

JS&A examined the dangers, explored the marketplace and selected what we feel to be the system that makes the most sense and provides the maximum safety with minimum maintenance or replacement expense.

We examined everything from bottled water to silver impregnated filters. We tested various distillation processes and small faucet filters. All of them had major drawbacks. They were too expensive, too difficult to use or they didn't do a very good job.

THE SINK TANK

A good carbon filtering system is one which maximizes the exposure time, doesn't have a bacteria build-up problem and won't impede the water flow. That's why we chose the Sink Tank.

The Sink Tank is a large cylinder that is installed under your sink. It holds 8 pounds of carbon compared to 14 ounces in most large under-the-sink cartridge systems. This quantity of carbon maximizes the amount of water exposure and consequently does a better job of removing impurities than smaller cartridges.

The Sink Tank will not remove all impurities. No carbon filter will. However, it will bring the quality of your water far above what is considered safe and will remove those contaminants which are most unpleasant, such as chlorine, foul tastes and odors, dirt, rust and toxic chemicals.

MINIMUM BACTERIA

The Sink Tank has minimized the bacteria build-up problem by the incorporation of a clever backwash system. Instead of periodically changing the filter, a small handle is turned under the sink which purges the entire system with hot water. The carbon bed is flushed clean and the bacteria level drops to practically nothing. It's like installing a new filter. Because the filter chamber is insulated, standing water is kept cool which also inhibits the bacteria from growing.

Every time you turn on your tap, water flows through this large amount of carbon and comes out of your tap ready for drinking. By backwashing once a week you clean the filter, and after using the Sink Tank for three years, simply replace the carbon and you're ready for another three years of carefree use.

If you've ever installed a plumbing fixture, you can install the Sink Tank yourself. However, if not, we recommend that you call a plumber. He can install one for you in less than an hour.

The Sink Tank is made of fiberglass, measures 19¼" high (the height maximizes water exposure to the carbon) and 8¾" in diameter (the width maximizes flow or water pressure). The Sink Tank will fit under any conventional counter. The head is made of brass, not plastic, and has standard 3/8" plumbing ports. The overall dry weight is approximately 18 pounds.

Once you've installed a Sink Tank, cleaner, better tasting water will again be something you can take for granted. Order one, today.
Sink Tank (7080C 10.00) **$249**

Scientist Jim Chandler testing water fresh out of the JS&A tap. "We're finding it in practically every water supply and we're concerned."

The same pedal controls the speed and the brake.

People Mover

New electronic scooter may be start of a space-age transportation boom.

Picture this. You stand on a small platform and off you go. Zip through airports, factories or shopping centers. Travel across town and back. The new SkootSkoot™ can whisk you off like your own space platform and all you do is simply stand and steer.

The SkootSkoot is a battery-powered computer-controlled vehicle that will travel 30 miles on its rechargeable battery and goes about as fast as an average runner. And if our hunches are correct, it will become a major form of transportation in the 80's. Here's why.

MAJOR TRANSPORTATION

The SkootSkoot does not pollute. Instead of a loud internal combustion engine, it is powered by a large rechargeable battery.

The SkootSkoot is silent. You only hear the faint whirring of the powerful electric motor and the breeze blowing through your hair.

The SkootSkoot saves money. Recharging the battery costs only a few cents for each 30 miles you travel. And since there's no oil to change, no spark plugs to replace and just a few moving parts, the SkootSkoot needs practically no maintenance.

REFUELS ANYWHERE

The SkootSkoot refuels anywhere. Just plug its recharger into a standard AC wall outlet in your home (or practically anywhere) and within a few hours you're ready to go.

The SkootSkoot is so easy to use that everybody from children to the handicapped can easily maneuver it with little or no instruction. We tested it at the Miami International Airport. We drove in and went around passengers, through a crowded restaurant, up escalators and finally onto an airplane.

And it's safe. All you do is press the front of a pedal to go forward and the back of the same pedal to stop. Just letting up on the pedal causes the unit to slow down and slamming on the brakes will stop it dead in a few inches without toppling you over the handlebars. You turn the steering bar easily and all you have to remember is to look where you're going. It's just that easy.

Ron Laytner, with his wife Linda and child Lance, in a Miami shopping center. "We use the SkootSkoot everywhere. It may change the way Americans get around in the 80's."

The SkootSkoot is a genuine blast—a fun-filled device that may eventually change the way Americans travel short distances. Industry will see the cost savings quickly—as transportation for security personnel, managers in large warehouses, military personnel at the Pentagon and messengers in downtown Manhattan.

It may seem like an expensive toy. And, indeed it is. But the SkootSkoot when used by people who genuinely need one is a perfect solution to a problem and a real time and money saver.

And because the SkootSkoot is so small, you can take it with you wherever you go—

Lance Laytner says, "I love my SkootSkoot but my daddy tells me it's too expensive for kids. It's only for adults. But, I think everybody should buy one anyway."

in an elevator or down an escalator—around a shopping center or around large offices. The handle unscrews, so you can easily place it in your trunk or the baggage compartment of an airplane.

GREATER EFFICIENCY

Now security guards can cover three times the territory with greater efficiency and less fatigue. With a basket, a housewife cannot only go shopping, but scoot through the supermarket in the process. Students, the elderly, plus hundreds of others will find the SkootSkoot a great convenience.

The SkootSkoot weighs 65 pounds, but because it maneuvers so easily, you rarely, if ever, have to pick it up. The scooter comes complete with an ignition key plus a gauge that warns you when the battery is running low. A fully-charged rechargeable battery is supplied with each SkootSkoot. And, it can be recharged with any 7 to 10 amp automatic recharger, however we stock one which can be used without removing the battery.

But the SkootSkoot did have a few shortcomings. The first is on hills. The SkootSkoot is perfect on flatland, but going up a slight incline causes a dramatic reduction in speed. The second is comfort. The tires are solid rubber. They don't take bumps gently so riding on a bumpy street isn't recommended.

Although it goes almost as fast as an average runner, riding down a street seems slow—especially when traveling over a mile.

But we absolutely loved it in our warehouse, at a recent trade show, at the airport, around the neighborhood, shopping or for short trips. And that's really what it was designed for.

EXPANDED UTILITY

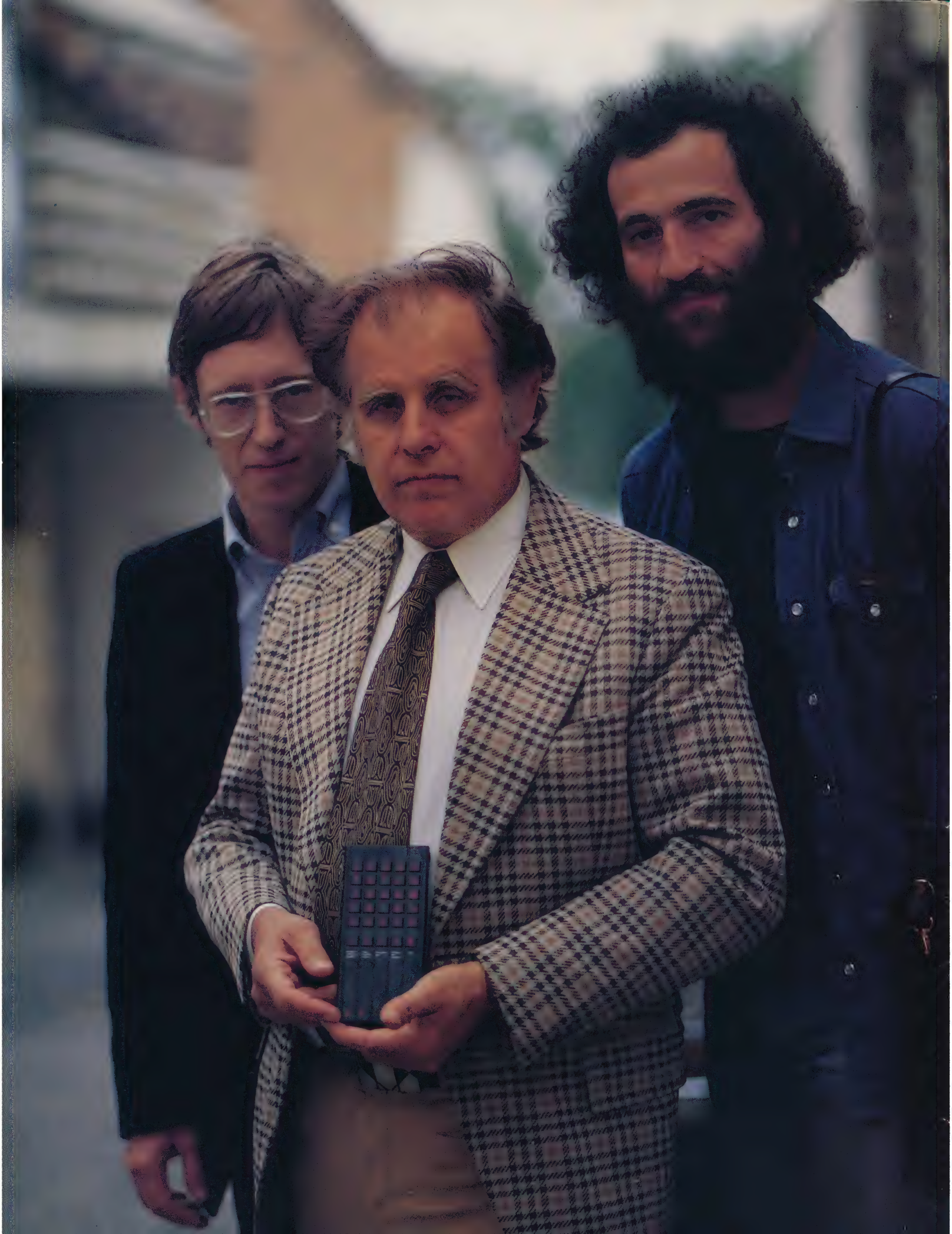
You can expand its utility, too. Add a basket and use it to carry small loads. Postmen, policemen or messengers can design each unit to fit their needs.

The SkootSkoot was not a NASA invention for use on space platforms. It would have cost several thousands of dollars. Instead it was an American entrepreneur, Ron Laytner, a successful photo journalist, who discovered the product in Germany. Later he formed his own company and set up American distribution for the SkootSkoot.

Laytner's company, Uniroller, Inc., has supplied JS&A with the first 500 units to distribute on a limited basis at the introductory price of $995 prior to its national introductory price of $1295 next year.

If you want the latest in space-age transportation at the forefront of the new transportation boom of the 80's, we urge you to buy a pair of SkootSkoots. It may just change the way you move. Allow 45 days for delivery.

SkootSkoot (each) (3070C 30.00) . . . **$995**
7 Amp Recharger (3071C 10.00) **69**



Warn your neighbors not to buy this dangerous Hungarian secret weapon.

Hungarian Conspiracy

Hungary plans massive assault on America with new computer weapon. Exclusive report from Budapest.

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BUDAPEST (JS&A)—Reporters have smuggled intelligence reports out of Hungary on a conspiracy that may have far reaching consequences for all Americans.

In the coming year, Hungarians will be shipping to the United States, via Hong Kong, a game with the code name "XL-25."

The game at first may look innocuous—a typical electronic game that could come from Mattel® Atari® or any of the other big electronic game manufacturers. But beware. Whatever you do. Don't buy it.

MASSIVE CONSPIRACY

The game is part of a massive conspiracy to weaken the United States by destroying our productive work force and eventually putting the entire free world into a major depression. Here's what we've discovered.

In 1980 when Erno Rubik, the Budapest University professor, unleashed the now famous Rubik's Cube, the United States economy was growing at a nice clip. Shortly after the cube was introduced, America entered into a major recession. Our gross national product dropped, factories started laying off people by the thousands and the economy took a big nosedive.

The exact reasons for the recession are varied, but our theory is quite simple. JS&A contends that millions of Americans were so busy twisting that small cube that they were not paying attention to their jobs. Productivity dropped, profits plunged and consumer spending fell to new lows.

It was obvious to Russian intelligence sources that the cause of the American recession was the Rubik's Cube. The Russians reasoned that if the Hungarians could invent games and then flood the American market with them, they could cause a massive depression—one that would permanently weaken America thus making us easy targets for a communist takeover. If you think this theory is farfetched, please read on.

Thomas Kovacs caught holding the XL-25 in this special photo smuggled out of Budapest. "You think the last recession was bad.?"

THANK YOU

Hungarians everywhere, proud of the huge success of the Rubik's Cube, were now inspired. Hungarians are quite a creative bunch to start with. They were responsible for such things as glass fiber optics, the micro floppy disk and the science of halography. Hungary always had creative people, but their potential was never really unleashed until Rubik.

The Hungarian government wanted to not only encourage this pent-up creativity, but help Hungary develop their game industry for specific communist purposes.

A new private company was set up last year for the sole purpose of developing computer games for the American market. Funded by banks and run by successful Budapest business types, the company developed the XL-25 through the efforts of three game designers shown to the left.

The bearded communist shown in the picture is Laszlo Mero, 33, a winner of the 1968 International Mathematical Student Olympiade held in Moscow. He's bright, intelligent and one of the top puzzle and game designers in Hungary.

AUTO PARTS DEALER

The man in the middle is Thomas Kovacs, a Hungarian auto parts dealer. At least that's what our investigators turned up. We suspect auto parts is only a front.

The man to the left is Ferenc Szatmari, a physicist and a real genius. He graduated from the University of Budapest with a doctorate degree in elementary particle physics.

The incredible game they invented and the one we must stop from being sold in this country is quite fascinating. The XL-25 is an electronic game with five rows of five squares or 25 squares in all. Each square is actually a button with a built-in light-emitting diode.

When you start, lights light up under five of the buttons. The object of the puzzle is to get all the lights under the buttons to light up. But there's a catch, and here's where the frustration comes in.

Each time you press a button, the four buttons immediately surrounding the button you push change state. If they're lit, they go off. If they're off, they'll go on. If you're a little confused, it doesn't matter anyway. Just remember that the object of the game is to get all the buttons to light up with the least number of keystrokes.

The unit counts the number of button entries and you can ask the XL-25 what your score is and still return to your game.

Once you try the XL-25, you'll be immediately sucked into the Hungarian conspiracy. But don't worry. You're in good company. Texas Instruments was so impressed with its design that they developed the integrated circuit. A group in Hong Kong became so obsessed with it that they built the game with the quality you'd expect from a Mattel® or Atari® game.

Quite frankly, we were so hooked that we bought thousands and even dispatched a reporter to Budapest where we made our shocking intelligence discovery.

YOU CAN HELP

So there's the story. A communist game, whose circuit was designed by a good ol' American company, carefully assembled by one of our best friends in the Far East—all part of a massive conspiracy to prepare Americans for a major communist takeover.

Prevent other Americans from falling into this scam. Order a unit from JS&A. When you receive it, whatever you do, don't play with it. Instead, immediately take it to all your neighbors and urge them not to buy one. Tell them about the real cause of our last recession, the communist plot and the Hungarian conspiracy. And then make sure you give them the ultimate warning, "Anybody who buys this thing is a real idiot."

XL-25 (3045C 4.00) **$29**

Binocular Secrets

Most people don't know what makes a good binocular. Here are the facts.

Here's some advice. There's a secret to buying binoculars. And if you'll learn just three simple facts, you'll know more than 95% of the people who foolishly buy binoculars without really knowing what they're buying.

Let's start with an 8x25 pair of binoculars. First, what do these numbers mean? The 8, or the first number, is the power. This means that objects viewed through the binoculars appear eight times larger than viewed with your naked eye.

The 25 in our example is the size in millimeters of the front lens which is the light gathering element. The higher the number, the larger the lens and the more light it will gather. Now for the hard part.

Take the size of the front lens element, 25, and divide it by the magnification of the binocular, 8, and you end up with what is called the "exit pupil" of the binocular, or 3.1 as in our 8x25 example.

The exit pupil is simply a standard to measure the brightness of the image you see through the lens. An exit pupil of 2.1 or less should be used primarily during the day, whereas anything higher than 6 will give you excellent low light vision for nighttime use.

Now, if you have the patience, you've got just a few more simple things to learn before you know all you need to know to become a real expert—more knowledge than 99% of those people who buy binoculars and think they know what they're doing.

The first concerns magnification. The larger you magnify, the more difficult it is to hold the binoculars steady. There's a point at which too great a magnification becomes uncomfortable unless you use a tripod. Normally any pair 10x or under is perfect for handholding. Don't buy anything stronger unless you have a tripod, special support or a steady hand.

Magnification also limits your "field of view" or how much area you can see. Binoculars that are too powerful have such a small field of view that often you can't find what you're

looking for or can't see the whole scene of the event you're viewing.

The lens manufacturer of the binoculars you buy can also make a difference. There are many cheap binoculars with off-brand names that don't have the resolution or definition that a good pair from a quality lens manufacturer would have.

JS&A has selected the best binoculars from the finest manufacturers to fit practically any application. And we've clearly given you the facts to help you make an intelligent buying decision. At least when you buy a pair from JS&A you won't be guessing.

NIKON COMPACT 10x25

With a 2.5 exit pupil, the Nikon is an extremely compact high-powered binocular with a bright image. Nikon's strongest feature is its famous optics, producing a distortion-free color-corrected image from a very sophisticated porro prism optical system. Another nice feature is a color-coded index. Adjust the binoculars to fit you, and read the correct color bar on top of the bridge. When it's time to adjust them again, just open the pair to the same color and they're ready to go.

The Nikon binoculars are beautifully designed and are easy to carry by their strap or in a coat pocket or bag. Because they are high powered, the field of view is limited. However, for sporting events like football games or horse racing where you know exactly where to find your subject, the Nikons are great. They are only 4½'' long and come complete with a plush padded carrying case and detailed instructions.

Nikon Compact (5700C 5.00) **$169**

BUSHNELL 7x50 SPORTSTER

The yellow waterproof Bushnell model has 7 power magnification with a 50mm front lens. This gives you a large exit pupil of 7.1 which is excellent for viewing in low-light situations. These glasses are waterproof and feature a rubber armor coating that stops them from sliding around on a dashboard or deck. The armor also makes them easier to handle when your hands are cold or wet. They have a tripod socket and come with a nylon case and strap. The pair measures 6¾'' long and weigh 37 ounces.

These Bushnells are simple, reliable and intended to withstand a tremendous amount of hard use. Commercial fishermen, field guides, foresters, pilots, police and emergency teams use these glasses everyday. Hunters like them because they're comfortable to use for long periods of time, have a bright image at night and the rubber armor protects them while deadening their sound.

Bushnell Sportster (5701C 5.00) . . . **$249**

TASCO COMPACT 8x20

These neat little 8x20 glasses have a 2.5 exit pupil and are always handy to have along because of their size. The unique triple hinge folds them down to a handy 2¼'' x 1½'' x ¾'' and they weigh only 20 ounces. They're even rubber armored to help resist shock and provide a better grip. Because they are small they are perfect for cyclists, naturalists, backpackers or anyone who wants a durable, lightweight and compact binocular.

Although small, these binoculars are better than many conventional glasses we've examined. All the parts are die cast of a corrosive resistant alloy, achromatic lenses provide an undistorted image and focusing is quick and simple with a convenient center adjustment. Rubber eyecups fold down if you wear eyeglasses. The Tasco compacts come complete with carrying pouch and strap.

The Tasco 8x20 binoculars fold down to only a few inches. They're great for anyone who wants a really compact binocular.

Order these Tasco compacts now and receive a pair of Tasco gradient grey sunglasses free. This is a $25 value.

Tasco Compact (5702C 4.00) **$99**

BAUSCH & LOMB DISCOVERER 7x24

These 7x24 binoculars (shown on the far left) are for those who want the absolute very best. There has been no compromising on any detail. In fact, Bausch & Lomb has a warranty that is good until the year 2007.

They measure only 4½'' long and weigh a mere 17 ounces. Yet they're fog proof, waterproof, rubber armored and can take a lot of hard use. The Discoverer is also hermetically sealed and nitrogen purged to improve their ability to withstand the most severe weather. Take them camping, to ball games, on hikes, or anywhere you want to bring the action right up close yet have no fear of damaging them.

The exit pupil is 3.4 which makes them perfect for any day or low-light use. There is a good field of view, the focus adjusts quickly by a center knob and there are roll down rubber eyeglass cups. They come complete with wrist strap and zippered padded pouch.

Discoverer (5703C 5.00) **$299**

BUSHNELL ENSIGN COMPACT 7x25

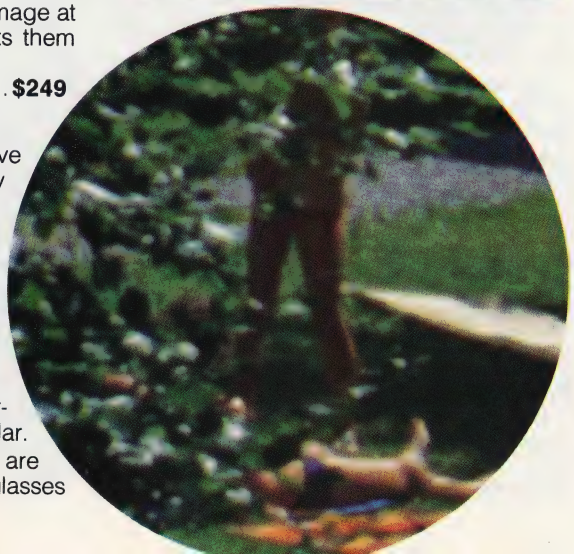
If you're looking for an inexpensive pair of binoculars, the Bushnell Ensign Compact (shown to the far right) is our recommendation. The Ensign has many features that you normally find on more expensive glasses. Although they are only 3¾'' long, they have center focusing, adjustable eye settings, coated color-corrected optics and even rubber eyecups that can be rolled down so you can use these binoculars with eyeglasses. They are 7 powered and the front lens measures 25mm. This equals an exit pupil of 3.57—great for a variety of viewing purposes.

Bushnell Compact (5704C 4.00) **$49**

GREAT BINOCULAR COLLECTION

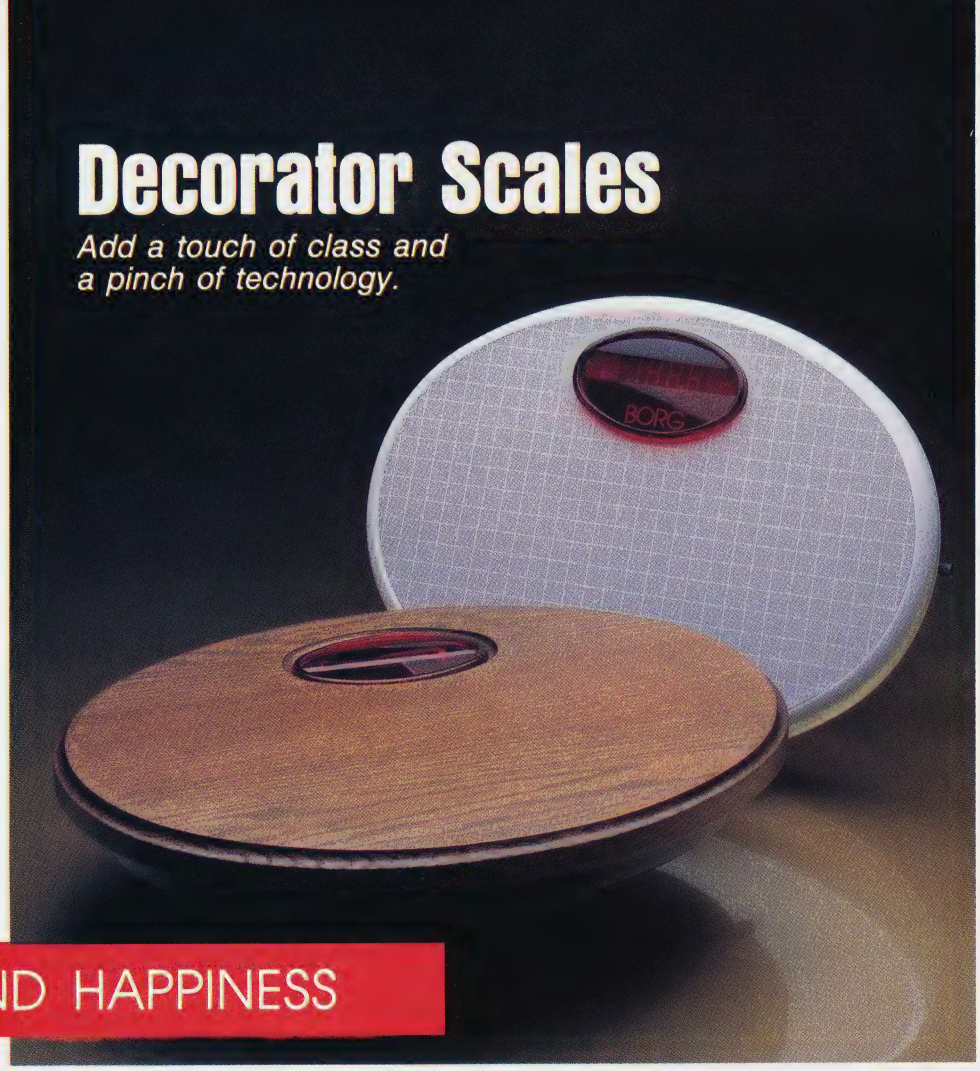
These five different binoculars along with the pair on page 29, we feel, are the best that are available in their category. Each are meant to be used for slightly different purposes so decide on the one that best suits your needs. Regardless of which pair of binoculars you choose, at least you've made an intelligent buying decision and we're glad we've helped. Order a pair, today.

The photo to the left is how a normal scene would look to the naked eye. The scene (bottom right) shows an 8x magnification. The circle (bottom left) shows the same scene magnified 20 times. We used a photograph to demonstrate the various relationships. Through a pair of binoculars the images would appear sharp. The picture was taken from a balcony of the famous Geiger Hotel in Germany.



Decorator Scales

Add a touch of class and a pinch of technology.



Watching your weight is important. It's a good indicator of your health and fitness. And if you're going to get a scale, why not invest in one that looks good too? These two new electronic Borg digitals are not only pretty, they are among the best you can buy.

Solid state circuitry computes your exact weight in an instant and displays it in large and easy to read LED digits. There's a microprocessor memory mode which eliminates the small fluctuations which are a chronic problem with most bathroom scales. And there are no controls. You simply step on the platform, read your weight and step aside. The display remains on for several seconds and then it automatically turns off.

The Borg Oak has an elegant solid oak top and measures 15¾" long by 12½" wide. The high-tech Borg Oval has a contemporary gray grid pattern on a white base. This scale is slightly smaller than the Borg Oak and measures 14¼" long by 11" wide. Both scales require one 9-volt battery (not included) which will last for about one year.

Order a Borg decorator scale with a touch of class and a pinch of technology, today.

White Borg Oval (7027C 5.00) **$49**
Brown Borg Oak (7028C 5.00) **$69**

YOUR HEALTH AND HAPPINESS

Memo Muncher

New shredder works like a Mercedes and IBM typewriter. Well, not really.

It's a paper shredder. But how it shreds makes the Memo Muncher a real classic.

First, it will eat anything from computer printouts to confidential memos, from staples to trade secrets, from microfilm to microfiche.

Secondly, it fits neatly on your desk. Unlike those big paper shredders that take up the space of a large garbage pail, the Memo Muncher measures 8" x 8½" and 6" high and takes less space than a sheet of paper.

And finally, the Memo Muncher is as quiet as your IBM typewriter—even when it's munching. Here's how it works.

You turn it on, place the corner of a sheet of paper in its small 3" mouth, and it devours your material like Sherman through Atlanta. Shear-type thick multiple blades sharply slice the paper from opposite directions. You end up with tiny bits of paper instead of long strings like most shredders. The blades are thick precision-honed German steel. There's even a reverse button in case you accidentally start to shred something and then change your mind.

The unit is safe, UL listed and the mouth is designed so your fingers can't accidentally slip into the slot. And if you pull open the paper tray when the unit is on, it will automatically stop.

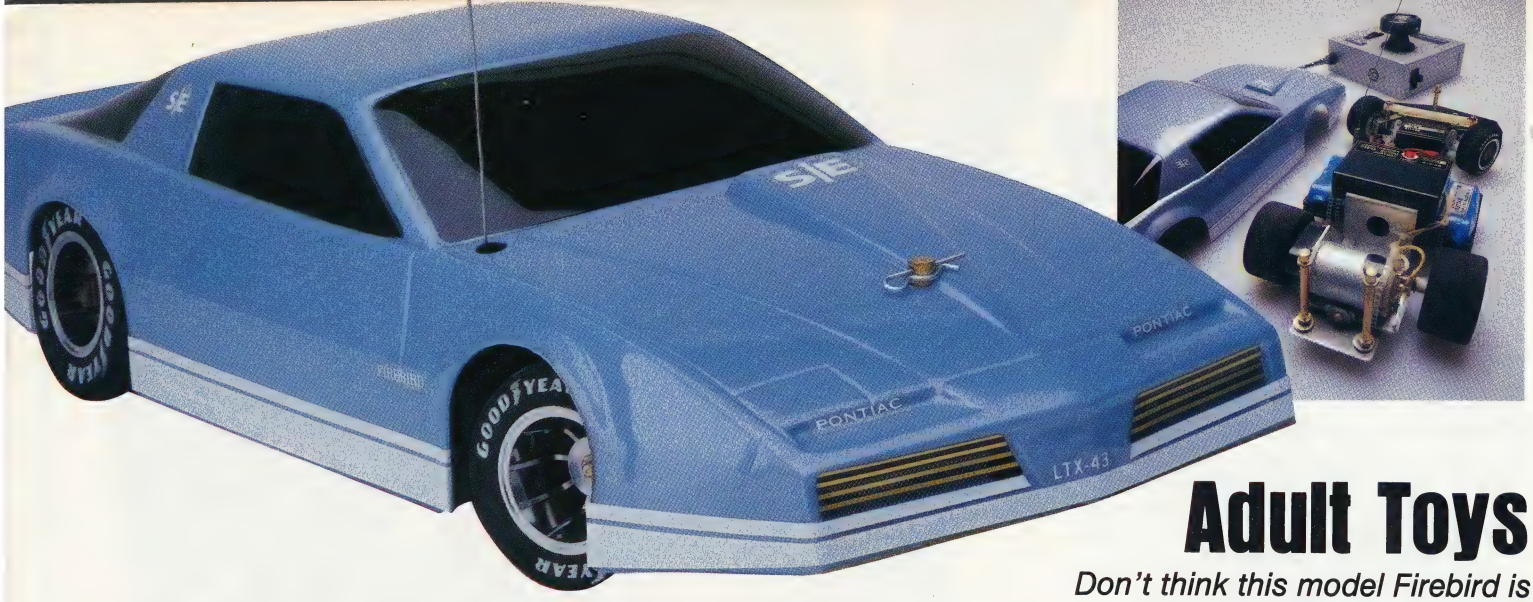
The paper tray holds up to 20 sheets of munched up paper and you can quickly pull it out, empty it into your wastebasket and slip it back into the unit.

If a paper shredder can be compared to an automobile, the Memo Muncher would certainly qualify as a Mercedes. And of course this quality carries a hefty price tag, too.

But what cost can you attach to a memo or document seen by a wrong person? Could your competition be looking through your garbage at night? And how important is the convenience of having a paper shredder right on your desk? Remember too, people are naturally inquisitive and you can never be quite sure that some private document doesn't end up in the wrong hands.

Try the Memo Muncher free for one month during our no-risk 30-day trial and discover the peace of mind from owning your own paper shredder. Order a Memo Muncher at no obligation, today.

Muncher (9045C 5.00) **$399**



Adult Toys

Don't think this model Firebird is a toy for kids. Here's a report.

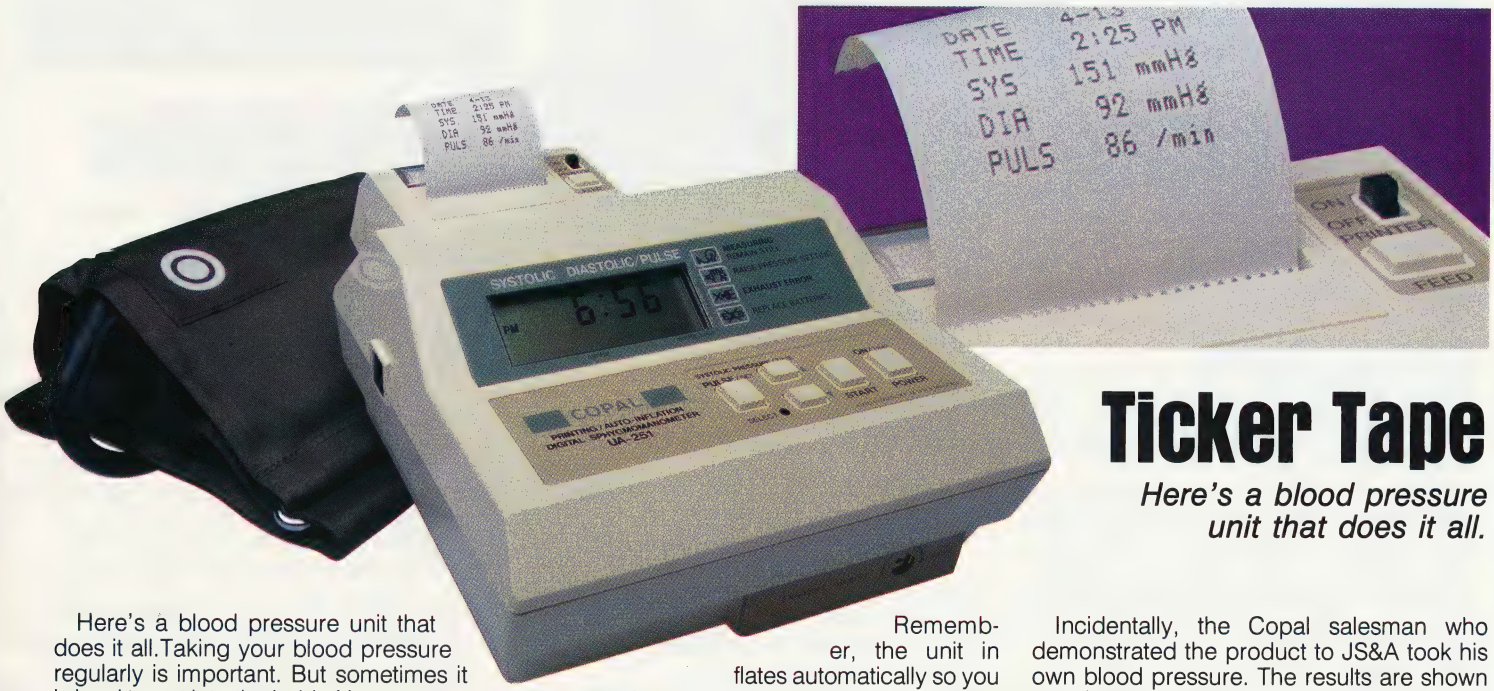
At first glance this Firebird radio controlled car model might look like a kid's toy. But remove a few cotter pins and lift off the high-impact flexible plastic body, and underneath there's a lightweight aircraft-grade structural aluminum chassis. The full floating rear axle and independent front suspension assures stability and positive high-speed turns. And wide soft rubber tires provide the traction.

The heavy-duty DC motor is so powerful that you'll smoke the tires if you accelerate too quickly, and it has been clocked at over 30 mph. The highly sensitive receiver takes command instantly from up to a quarter-mile away. And the power is supplied by six nicad batteries which can be recharged in about fifteen minutes using AC current or your automobile battery.

The 750 mw transmitter is one of the most powerful allowed by the government for hobby use, and you'll need an FCC license to operate it. (A no-cost application is included with each model.) This transmitter also has digital proportional steering which turns the car more precisely and accurately than conventional radio controlled transmitters. And there are forward and reverse gears, too. Eight AA-cell batteries (not included) are required for the transmitter.

The car is 16'' long, 3¾'' high, 6½'' wide and weighs 2 pounds 11 ounces. It comes completely assembled and the battery charger, rechargeable batteries and transmitter are all included.

Order one for a 30-day test drive, today.
Firebird (3090C 5.00) **$199**



Ticker Tape

Here's a blood pressure unit that does it all.

Here's a blood pressure unit that does it all.Taking your blood pressure regularly is important. But sometimes it is hard to get into the habit. Not anymore.

The Copal blood pressure unit automatically inflates the cuff, slowly deflates it and then displays your systolic, diastolic and pulse readings on the liquid crystal display.

You can also get a printout of the readings plus the date and time. Then if you ever have to see your doctor, you can take along your own documented history for a more accurate diagnosis.

When the unit is not in use, the time constantly appears on the display. This makes it convenient to keep on your desk and becomes a constant reminder to use.

Remember, the unit inflates automatically so you don't have the conventional pressure bulb to squeeze. And because it's so accurate, doctors will appreciate the convenience and record keeping features.

If you're looking for an accurate blood pressure monitor plus the convenience of generating a permanent record, we strongly recommend the new Copal. The unit measures 3'' x 5¾'' x 6'' and weighs just a few pounds. It comes complete with one roll of paper and extra rolls are available.

Copal is the same Japanese manufacturer producing the famous Copal shutters which are known for their precision and consistency.

Incidentally, the Copal salesman who demonstrated the product to JS&A took his own blood pressure. The results are shown in the box above. As you can see, the salesman probably needs to see his doctor as 140 or above would indicate high blood pressure or hypertension (another name for high blood pressure). Or, was he reacting to JS&A's acceptance of his product? We'll let you know in our next episode. Don't wait, order this outstanding Copal Blood Pressure Monitor today. 90 day warranty.

Copal Monitor (7005C 5.00) **$169**
5-Pack Paper (7008C 1.00) **3**
4 C Cell Batteries (7006C 1.00) **3**
AC Adapter (7007C 1.00) **10**

Space-Age Joystick

Le Stick joysticks are great for your Atari or Commodore® video game set. They are more responsive than standard joysticks, easier to grip, and there's no base to worry about. If there is anything that could be called a space-age joystick, this is it.

Instead of moving the stick around on top of its base, the Le Stick has micro motion detectors. So when you tilt your hand in one direction, your player moves in the same direction. To stop the motion, you either squeeze the grip firmly or return the stick to a vertical position. The firing button is on top.

Because the Le Sticks operate very differently from other joysticks, you do need to practice a bit before you become familiar with them. But once you have mastered them, invite over the best players on the block and beat their pants off. They can't compete.

The Le Sticks fit Atari 400/800 computers, Atari® Video Games and the Commodore® Vic Computer systems. Order the Le Sticks today.

Le Stick (each) (3055C 3.00) **$25**

Flight Plug

The Dynalite plugs into the two audio holes of an airplane's armrest and amplifies the sounds. Now you can plug in a comfortable high-quality mini headphone and get beautiful stereo without anything poking into your ear.

Your airplane seat contains one of the finest audio systems ever developed. It's your airplane headphones that are lousy. Airline music is relayed from a central system into two separate miniature speakers located right in your seat's armrest.

Your headphones, however, are not as sophisticated. They are simply hollow tubes transmitting the sound waves directly from these holes to your ear. It's a cheap, disposable, simple concept but an awful pain in the ear. With the Dynalite, movies and music will sound better and gone are the irritating plugs.

The Dynalite is a light plastic container with a short cord that plugs into the two audio holes in your seat's armrest. There are two jacks on the Dynalite to insert up to two headphones. We also offer a special collapsible travel headphone. However, any Walkman-type headphone will work including all those with a 3.5mm plug. The complete kit comes in a handsome gift box.

If you are looking for a novel gift for a traveling friend, order a Dynalite, today.

Dynalite (9030C 3.00) **$39**
Folding Headphone (9031C 1.00) **29**
Complete Kit (9032C 3.00) **68**

Stud Sensor

New electronics makes it easier to hang pictures, plants or shelves.

Wall studs are tough to find. Those magnetic nail finders often aren't the answer and if you try measuring or "thumping" you might end up with a series of holes.

Now you can locate the exact center of a stud in seconds. The new Stud Sensor actually measures the density of the wall by sensing the variations in the "dielectric constant." You run the tool slowly along a wall and when it senses the edge of a stud, a series of red LED's flash on. Move past the stud and the lights turn off. It's hard to miss.

The Stud Sensor is 1" x 2¾" x 5¾," made of impact resistant plastic and uses one 9-volt battery (not included). If you're like us and want to get the job done right the first time around, order a Stud Sensor, today.

Stud Sensor (9041C 3.00) **$22**

Star Button

New telephone device makes phones respond better.

A new device that will turn the star button of your telephone into a hold button has been invented by two California inventors. They call their invention "Tone Hold" and it simply plugs into any phone jack in your home.

If a call comes in and you wish to put the caller on hold, just press the star button on your Touch-Tone® phone. Then you can hang up and call someone to the phone or walk to another extension and take the call yourself. The moment the phone is picked up, the hold is released and the parties can talk. If you forget to pick up the extension and leave the caller on hold, don't worry. The line will be released when the caller hangs up.

When you're on the phone, someone else may need your immediate attention. With the Tone Hold, simply pressing the star button places the caller on hold so you can handle the matter without the other party hearing a word. And here's the best part.

You only need one Tone Hold to convert all the phones in your home. Just one. And it plugs into any jack by itself or together with an extension using a dual coupler which is easy to install. It measures 1" x 2½" x 3½."

Enjoy the convenience of having a hold button on all your phones. Order today.

Tone Hold (1015C 3.00) **$29**
Dual Coupler (1019C) **5**

Digital Iron

Here's the ultimate soldering iron.

Conventional soldering irons are nothing more than a filament heated by line current. The new Weller units are different. Their tips are electronically controlled to within plus-or-minus 10° and the range can be adjusted from 350° to 850°.

The EC 2000's temperature is read off of a constant LED display and is monitored by drift-free platinum sensors in the tip. An AC line transformer regulates the voltage to ensure there are no temperature fluctuations.

The EC 1000 has the same features, but there's no LED display. Instead, temperatures are set in 10° increments by turning a calibrated knob.

Both have stainless steel heating elements and heat resistant plastic handles, and the cord is covered with non-burning silicone rubber. There's also a tray for flux and another for a damp tip-wiping sponge. The irons come complete with a standard conical tip which can be easily changed if you need a different style for your particular application. Different tips to fit a Weller soldering iron are also available by mail. These soldering stations work on 120V AC, measure 7½" x 6¼" x 3½" and weigh 4 pounds.

If you appreciate the best, Weller is the ultimate soldering iron.

EC 2000 (8060C 5.00) **$199**
EC 1000 (8061C 5.00) **149**

YOUR HEALTH

Rowing Machine

Nothing beats rowing to build the entire body.

Surprise. Rowing is ranked by health professionals as one of the best forms of exercise. In fact, only swimming is ranked better. The two most popular forms of exercise, running and cycling, are great for developing your cardiovascular system, but the exercise is primarily limited to your legs and hips.

Rowing, however, exercises all of your major muscle groups and most of the minor groups, too. And another pleasant surprise. Rowing has little risk of sore knees, blisters, shinsplints, backaches and other physical problems common to many forms of exercise.

Amerec has developed a solid, quality piece of equipment and made rowing a simple, total body exercise.

You simply place your feet under the adjustable velcro straps, grasp the handles and row—leaning as far forward and as far back as you can. The seat slides on a rail, the oars provide a good padded grip and the tension against the oars can be adjusted by simply loosening a wing nut on either arm. You can also use the Amerec to do sit-ups to strengthen your stomach muscles.

To store the Amerec rower, simply fold down the arms and it stands up flat—perfect for keeping in a closet or behind a door.

We offer two Amerec models, the 610 and 660. They look almost identical, but the 660 is the commercial version used in health salons and has a larger compression chamber which also absorbs the energy as you row. It measures 11" x 32" x 53" and weighs 44 pounds. The 610 is intended more for personal use and it measures 9" x 30" x 50" and weighs about 30 pounds.

Both have a frame of heavy anodized aluminum, stainless steel oars, non skid pads and Dupont Devlin bushings for years of service. Both come completely assembled. Just attach the seat and start rowing.

Our recommendation? The model 610 is a much better value, although if you're like many of our customers who insist on the very best, go with the model 660.

Don't spend another day pounding the pavement or, worse yet, doing nothing at all. Order your Amerec rower, today.

Amerec Model 610 (7035C 12.00) . . **$289**
Amerec Model 660 (7036C 24.00) . . . **489**

Zoot Skoot

The Zoot Skoot is a dynamic new garment bag that looks like any other garment bag with one exception. It has wheels on the bottom.

If wheels at the bottom sound strange, there's more. The Zoot Skoot is rigid and unlike other garment bags, it won't fold.

The two wheels at the bottom of the Zoot Skoot are very rugged, designed to take enormous abuse, and are made under military specifications. Each wheel is anchored differently. The back wheel is mounted firmly on the bottom of the unit. It only rolls in one direction while the front wheel swivels. This lets you easily maneuver the Zoot Skoot to turn corners, but the back wheel also lets you lean the unit against a ticket counter without it slipping out from under you or rolling away.

Imagine carrying a week's worth of clothes and a briefcase full of papers all over the world without ever having to carry anything? We took our sample to Europe and Asia. We stored it in airplane closets and in overhead racks and we loaded it up with briefcases and packages. We purposely put it through more abuse in a month than most garment bags would normally take in a year.

The Zoot Skoot took it all in stride. The heavy duty wheels, the double stitched waterproof and lined nylon cover, the steel hanger plate construction performed flawlessly.

The Zoot Skoot's stiffness is a result of a solid tube that runs from the steel plate at the top to a steel plate at the bottom that anchors the wheels. Despite its solid construction, the case weighs less than most suitcases that carry as much as the Zoot Skoot and is almost as light as most garment bags. But there's one thing to remember, you don't carry the Zoot Skoot, you wheel it.

The Zoot Skoot's handle on the side of the case lets you lift it easily over a curb or up a few stairs. The handle also makes it easy to put it in or take it out of a car trunk.

Packed with four suits and all your clothes, you even have room for a hair dryer, jewelry, samples or even a gift for your child or spouse. There's a place to hang ties, skirts and even a way to hang dresses.

Each component in the Zoot Skoot is so ruggedly designed, made of such superior quality that $169 is not an unreasonable price. And nothing in the entire system is second rate or cheap. It is indeed the Mercedes of the travel bags.

The Zoot Skoot inventor took four years to develop the Zoot Skoot improving the components, constantly upgrading the quality and refining each feature until he perfected it. Only then did he go into production.

If you don't like lugging around suitcases or suit bags, if you want an incredibly clever design in luggage, we urge you to test the Zoot Skoot on our 30-day travel trial.

Roll it along with you over cracked sidewalks, through airport terminals and onto your next flight. Hang your briefcase on the hanger hook and notice how it stubbornly rides along, never dropping off. Hang it in your closet, unzip its cover and live comfortably for a week without ever unpacking. If you don't become an absolute fan of the Zoot Skoot, then return your unit and we'll refund your entire purchase price. But if you're like us, it will only take one trip to convince you. Order a Zoot Skoot at no obligation, today.

Zoot Skoot (0015C 6.00) **$169**

Small Talk

A superior microcassette recorder and matching music.

Microcassette recorders are already pretty small. But Olympus, the people who introduced microcassettes, have gone one step further. They have developed a recorder with an AM or FM radio module. Simply slide the module onto the top of the Pearlcorder R905 and it uses the recorder's existing amplifier, speaker and volume control to produce beautiful sound. These radio modules are sold separately and you can buy the AM or FM module or both.

When you don't need the radio, all you have to do is slide it off. You then have a quality state-of-the-art microcassette recorder. The pushbutton controls for record, play, volume, stop/eject, rewind and fast forward are all together on one side of the unit for easy one-hand operation. The unit has two tape speeds. The slower speed translates into three hours of recording for meetings, lectures or dictation. The faster speed is better for higher quality recordings like the music you can tape from the radio modules.

A GIFT THAT LEADS TO A HOBBY

Treasure Tracker

Don't miss the fun of treasure hunting. Here's an exciting new hobby.

There are plugs for earphones, external power, a remote control device and an external microphone. The LED indicator lets you know when you are recording or if your battery is running low. And there is even a tape counter so you can quickly locate certain portions of a cassette or know when you are running out of tape.

You really can't appreciate the small size of this microcassette until you hold it in your hand. It is only 2½" wide, 4¾" high and less than an inch thick. Even when a radio module is attached, it is only 5½" high. All this technology can easily be slipped into a pocket, purse or briefcase.

Do all your dictation, record your meetings and note how easy the Pearlcorder is to handle and operate. Notice too, the quality and crisp clarity of the recordings. Then pop in one of the radio modules and catch the news, the stock reports or your favorite music.

We're impressed by Olympus' technology and quality and feel confident that you will be too. Order this remarkable system today.

Olympus R905 (5045C 4.00) **$149**
FM Radio Module (5046C 1.00) **49**
AM Radio Module (5047C 1.00) **49**
FM and AM Modules (5048C 2.00) . . . **95**

Buried treasure isn't just fairytale stuff. It's really out there. On beaches, in parks and on playgrounds. And the Techna XR-2000 metal detector will help you find it.

There is not one place in the USA that doesn't have a treasure buried somewhere. In fact, a professional treasure hunter, Karl Von Mueller, author of the book, *Treasure Hunter's Manual,* doubts there is a single hamlet, town or city in the country that doesn't have several hidden treasures. Here are some examples taken from actual newspaper reports.

The *Christian Science Monitor* reported that one treasure hunter discovered $41,000 in currency in a metal box found in an old dumping ground. Another man found fifty 100-year old rifles buried under an old building. Hundreds of small fruit jar and "post hole" money caches are found each year

A college student recently found $200,000 on a farm near Kirksville, MO. According to a report in the *National Prospector's Gazette,* he discovered in an old barn a trap door that led to a still. "The cash was stored in old lard and soda cracker cans and most of it was still in the original bank-banded bundles," reported the *Gazette.* "A large part of the currency was gold certificates that are worth considerably more than face value." The farmer had probably made a fortune during prohibition and never lived long enough to use it all.

Most metal detectors can't distinguish between treasure and trash. Gold coins or bottle caps—it's all the same. But the Techna XR-2000 is different. Its sophisticated microelectronic circuitry analyzes the composition of buried items and can be set to only respond to actual "finds."

Discriminator metal detectors aren't new. They've been around for a while. But most are expensive, heavy and difficult to operate because of all the fine tuning required. The XR-2000, however, automatically tunes itself letting you concentrate on your search. To be properly tuned in you push one button, regardless of ground conditions or type of soil. The unit comes with padded earphones with a volume control so you can adjust the tone, and its easy-to-read viewmaster meter indicates when you have located something of value.

You can set the XR-2000 to respond to anything made of metal, or you can set the discrimination control so the detector becomes increasingly sensitive to the amount of valuable metal in the "find." The XR-2000 will operate for 40 to 60 hours on one set of four 9-volt batteries and an LED warning light alerts you to a low-battery condition.

The XR-2000 is water resistant, has an adjustable aluminum stem (18" to 30") and comes complete with batteries, zippered carrying pouch and padded headphones.

If you want to join the legions of treasure hunters who are turning up thousands of dollars in coins and jewelry every year, or if you're tired of digging up gum wrappers and pop tops, order the Techna XR-2000 today.

Techna XR-2000 (9021C 5.00) **$249**

3-D Bargain

At $99 it's time to at least give it a try.

When you first see a 3-D photo from a Nimslo camera, the illusion of depth is so realistic that you're tempted to peek behind the print. But even more surprising than the picture quality is the price of this unique camera. The Nimslo 3-D camera costs only $99. This same camera when introduced in 1982 was over $250.

The Nimslo requires no focusing, the shutter speed and four lens openings adjust themselves automatically. All you do is set the ASA rating to either 100 or 400, depending on your film, and shoot. If the available light is too dim, a red warning light tells you to use the unique dual beam flash. This flash illuminates both the subject and the background to enhance the 3-D effect.

Any conventional 35mm print film works perfectly, although a 36-exposure roll produces only 18 3-D prints. Each of the four lenses creates slightly different images which are optically correlated in the printing process. You end up with a picture that's so sensational your friends can't help but comment. This special process is done by Nimslo and takes about a week. You use a prepaid mailer which costs $15 (or 83 cents per shot) and simply send the film to Nimslo's processing facility.

Order the Nimslo for your personal test and we'll send a roll of the new Kodak 100 color print film free. And, if you order the entire kit (camera, flash, case and one prepaid mailer), we'll add two free rolls of Kodak film.

At this low price, the Nimslo 3-D camera is worth buying just to try. If it doesn't add an exciting new dimension to your photography, keep the Kodak film and return your kit for a full refund, minus the cost of any mailers you've used. Order one today.

Camera (5090C 4.00) **$99**
Prepaid Mailer (5091C) **15**
Flash (5092C 2.00) **69**
Carrying Case (5093C) **25**
Complete Kit (5094C 6.00) **195**

Extra Bonus: Each camera purchase entitles you to 3 free prepaid mailers directly from Nimslo.

Heart Meter

There are all sorts of pulse meters on the market, but here's one we particularly like.

Using the Pulse Time is easy. You simply hold the unit in your hand and place your thumb on a metal sensor. A black segment pulses behind the heart in the display each time your heart beats.

After every eight heartbeats, the Pulse Time's microprocessor averages those beats and displays your pulse rate on the large liquid crystal display.

Since most pulse rates are irregular, by averaging every eight heartbeats, the unit displays a very accurate reading without the fluctuations that occur with other pulse meters averaging fewer heartbeats.

Run with it or keep it at your desk. Keeping tabs on your pulse rate is a healthy practice. Try the Pulse Time today.

Pulse Time (7045C 3.00) **$49**

OUR GREATEST VALUES EVER

Bug Zapper

Here's a space-age solution to a pesty problem.

Why does a product become a big seller? The Bug Zapper is now one of JS&A's hottest selling products and a good reason is its value. Read about it.

You can now eliminate your bug and pest problem with a product that really looks great.

The ultrasonic Bug Zapper represents the state-of-the-art in pest control. There are no messy traps, dangerous poisons, powders or sprays, and no "fried" insects from electronic lanterns.

Instead, the Bug Zapper utilizes microelectronic space-age technology to create a sound sweep of those ultrasonic frequencies that only pests can hear—frequencies that really annoy them. Bugs and rodents learn to stay away, yet the sound is totally harmless to humans—we can't hear it.

Birds, dogs, cats and fish are not affected by the Bug Zapper, but the unit annoys mice and rats keeping them away. So, be careful if you have a rabbit, gerbil or pet mouse, the Bug Zapper will annoy them, too.

There's no installation—just plug the UL listed Bug Zapper into any 110 AC outlet. It stands less than 6 inches high and protects an area up to 1,500 square feet. Use it in any indoor area you want to protect. It's maintenance-free and will not interfere with TV, radio, alarms, smoke detectors, or other devices.

It's the most civilized way to rid ourselves of those nasty pests. Order one now before those mice and bugs start invading your home to hide for the winter.

Bug Zapper (0035C 3.50) **$29**

Tape Factory

This unit can pay for itself.

One look at the Sharp Tape Factory and you can understand why there's trouble in the music industry. Records aren't selling because people are copying their favorite songs from stereo FM radio stations onto inexpensive cassettes and playing them on everything from their Sony Walkman to their home cassette players. The Sharp Tape Factory won't help the recording industry.

Equipped with AM/FM and two shortwave bands, the Sharp has two high-quality stereo cassette recording tape decks. The unit can record off any of its radio frequencies or an external turntable, or duplicate an existing tape and do it at double speed. A special high-quality audio dubbing circuit allows you to speed up both cassette decks to duplicate tapes at one-half the time it normally takes. And with tape deck to tape deck balanced circuitry, the quality is awfully close to what you'd expect from a professional studio.

If one of your friends has a tape you want to own, copy it. Or keep duplicate tapes—one in your car and one at home. Start a tape copying service. Use the unit in your business to duplicate copies of important messages. The Sharp Tape Factory makes sense if you're looking for a little more than entertainment from your home stereo cassette system.

The speakers don't separate from the main unit. However, each speaker actually contains two separate speakers which produce excellent sound for their small size. The entire unit measures 5" x 8" x 22½", weighs 12 pounds and comes complete with AC power cord. There are provisions for 8 D-cell batteries (not supplied) and it has volume, balance and tone controls. A great music machine. Order one at no obligation, today.

Tape Factory (5051C 8.00) **$249**

Pocket Printer

Lowest price anywhere.

The Canon TP-8 pocket printing calculator is only $19.95—an incredible price breakthrough.

It's a full-function 8-digit calculator with memory and weighs only 6 ounces. It measures about 2¾" x 6¾" and is less than an inch thick. You can use the pocket printer with the display only or with the display and the print function.

We also include 3 rolls of paper, batteries and carrying pouch. An exceptional value at this low price. Why not order several? At $19.95 the Canon makes a super gift idea, and all you pay is $5.00 postage and handling no matter how many you order.

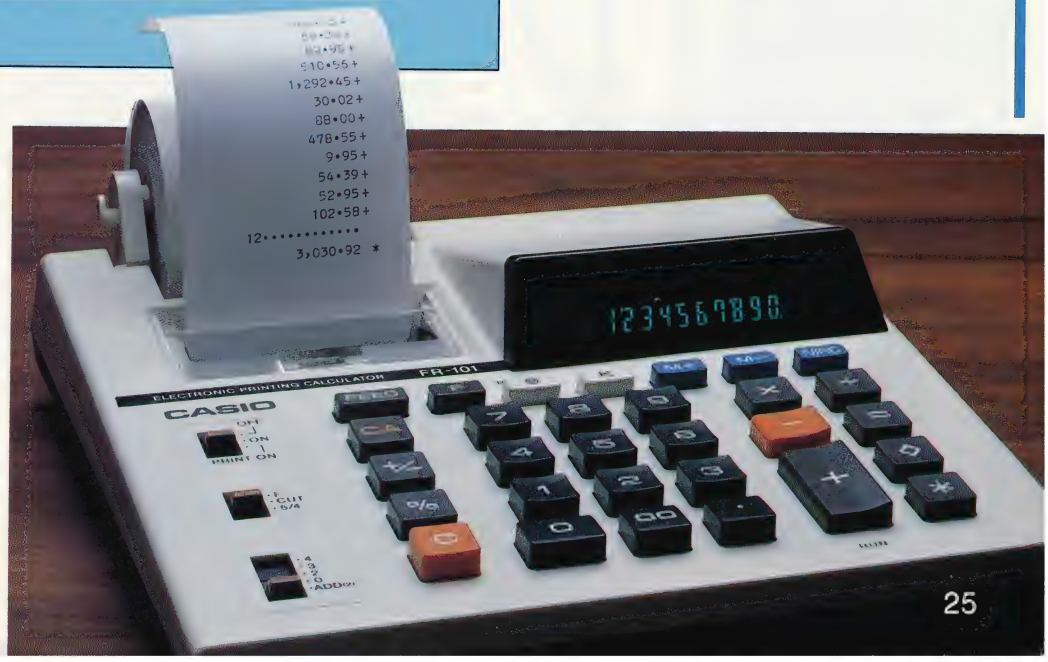
TP-8 (6010C 5.00 per order) **$19.95**
5 Roll Pack Paper (6011C 1.00) **2.50**
AC Adapter (6012C 2.00) **6.95**

Super Buy

You can't beat the value.

Nice calculators still make excellent gifts and especially if they're unexpected. That's why we present the Casio Flat Top. It's a ten-digit printing calculator with memory, decimal mode selector, floating and fixed decimal with fixed decimal positions at 0, 2, 3, and 4 including add mode. The unit is battery operated and an optional AC adapter is also available. The Flat Top uses standard plain paper tape and lies very flat on a desk. A great gift idea and a super buy.

Flat Top (6015C 5.00 per order) **$39**
AC Adapter (6016C 1.00) **10**



Borg Scores

Four microprocessors monitor your weight-control program.

It isn't easy to stay trim. But, it's a lot more fun with the new Borg upright digital scale. Here's why.

The Borg is one of the most accurate, full-featured weighing systems available. And, it is a tremendous motivator because it constantly monitors your progress. Step on the scale and compare your weight to yesterday's, last week's or last month's.

But most important, the Borg upright is a scale as accurate as those you find in most hospitals. The bright liquid crystal display reads out your weight to the nearest half-pound (or .2 kilogram) with a 295 pound capacity. You simply press the "Weigh" button, step on the scale and read your weight. The display will continue to show your weight for a few seconds after you step off.

Press another button to record your weight in one of its four memories and you can recall this information just as quickly. The different memories can mark your progress over a period of time or record a previous weight for four different family members.

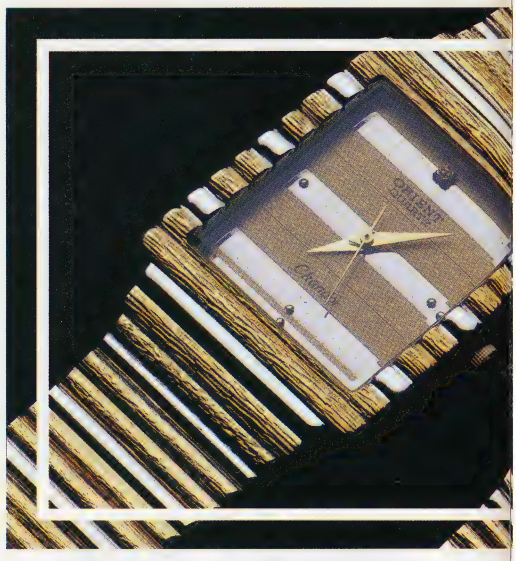
The Borg upright also features a clever automatic zero which never needs adjustment. There's also a "low weight calibrator." This lets you step on the scale, reset the display to zero and weigh a youngster, cat, dog, package or suitcase.

When the scale is not in use, the continuous display returns automatically to an accurate quartz clock. There's a towel bar to hold an extra towel and a valet to keep your robe, dress or suit handy.

We particularly liked its accuracy. Unlike other scales that varied each time we weighed ourselves, the Borg registered the same exact weight everytime we stepped on it.

The scale stands 37½" high, the base is 9½" x 10¾" and the overall width is 17." Four AA-cell alkaline batteries (included) power the unit, it comes almost completely assembled and takes only a few minutes to unpack and set up. Borg has really scored with their brand new scale. Order one, today.

Borg Upright (7029C 6.00) **$99**



Elegant

Elegant designer watch doesn't break tradition—it improves it.

It's difficult to design a new watch. The most successful styles have been around for a long time. So when the Orient Watch Company decided to design their new timepiece they tried a new strategy. They took a beautiful traditional style, made several tasteful

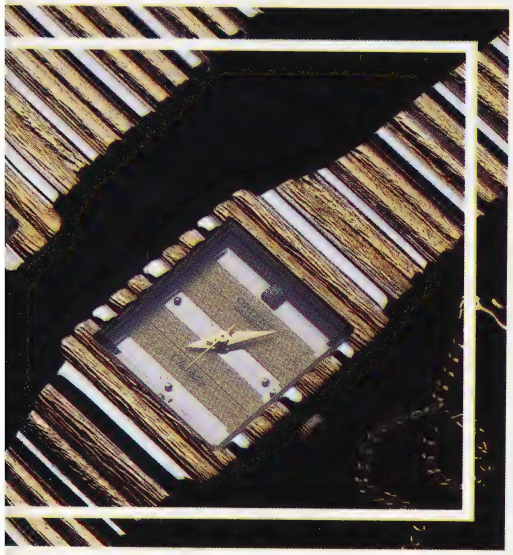
Hot Pants

Keep your pants warm and well pressed this winter.

Pressed pants look neat. And, you can wear nicely pressed pants everyday without the expense and inconvenience of running to the cleaners. You simply place your pants in the British pants press, set the timer for 30 minutes or less and leave. It'll turn itself off automatically so you can remove your pants whenever it's convenient. The temperature of the heating pad is controlled so that the finest fabrics will never be damaged.

The British pants press is a valet, too. It has a contoured coat hanger, a tie rail, a tray for your change, watch and keys and comes with a combination clothes brush and shoe horn (shown above). The beautifully polished solid oak finish also makes the British pants press a fine looking piece of furniture. It measures 6'' x 17½'' x 37,'' plugs into any outlet and weighs 30 pounds. Order one, today.

Pants Press (9085C 5.00) **$149**



cosmetic changes and upgraded the workings to their current sophisticated electronic quartz standards. The results are stunning.

The watch bracelet features alternating gold and silver bands, the hard mineral glass crystal is scratch resistant and there's a small stone at 12 o'clock that is hard to distinguish from a real diamond.

The accuracy is plus-or-minus 15 seconds per month and the silver oxide battery will last two years. If you're looking for a watch that really makes a statement, order this contemporary masterpiece, today.

Men's Orient Watch (2067C 4.00) . . **$179**
Women's Orient Watch (2068C 4.00) . **169**

Firestarter

A roaring blaze with the touch of a match.

A crackling fire on a cold winter's night sure feels nice. But if you don't have a gas fire starter, getting that fire started can be a slow process. You usually need kindling, patience and bone dry wood to get a bright flame going. The Firestarter, however, makes a fireplace as easy and safe to light as your kitchen stove.

Just pour a small amount of kerosene or charcoal lighter fluid onto the ceramic brick, slide it under the fire grate and light it. The flame stays lit for several minutes—plenty of time to get your logs burning. The Firestarter is made of quality stove iron, measures 2'' x 3¾'' x 11¼,'' weighs 6 pounds and will last a lifetime. Make that crackling fire easier to start. Order a Firestarter, today.

Firestarter (9086C 3.00) **$19**

Bionic Chair

A chair that'll beat the stuffing out of anything you've ever sat in.

A big overstuffed chair once was considered the ideal easy chair. But, we've found one that's better. It's called the Bionic chair and here's why.

The Bionic chair is designed strictly to relieve the pressures placed on your spine and brings a comfort unsurpassed by any other chair you've ever sat in. It has no legs and rests on a rounded bottom allowing your legs to rest above your hips and eases the stress on your lower back. The spine and neck area are cradled into perfect posture. Your shoulders fall into their natural position, the rib cage pulls up and the lungs and other internal organs lie unrestricted. The ottoman elevates your legs and the chair's lumbar support adjusts in seconds for a perfect fit.

And here's another big plus. Unzip the back of the chair, pull out the cord and plug it into the wall, flip the switch and relax to the soothing massage of a fully variable vibrator.

The Bionic chair is also more than just functional. Its elegant contemporary construction has been featured in design magazines and the plush brown velour will compliment any decor. The sides and bottom are made of durable vinyl and will take a lot of hard use.

Try the Bionic chair. Use it to watch TV, read the paper or take a nap. We're certain that you'll soon forget about that big old overstuffed monster and will look forward to sinking into the Bionic chair every evening. Order one, you'll love it.

Bionic Chair (7095C 12.00) **$249**
Ottoman (7096C 6.00) **49**

Banker's Folly

Country banker invents exciting joggers watch.

Bill Lowrey, a small-town banker, has invented a watch sure to become quite popular. His concept is simple. He harnessed the natural energy of the jogger and converted it into data. Here's how.

Everytime we jog or run, we swing our arms. With every step or stride we reverse the motion of our arms. Bill noticed this relationship and had a watch designed with a special miniature sensing mechanism that would count each arm reversal and convert this data into computer logic.

Then he combined the computer logic with an electronic chronograph to give joggers their actual speed, the distance they've traveled and an ongoing diary of the total distance jogged. The speed is not measured in miles per hour but rather minutes and seconds per mile, or per kilometer.

And so Bill created the RunMaster. The first time you wear it, you enter the length of your typical stride. Then, whenever you run, you press just one button and the RunMaster's microprocessor does all of your computing—there's nothing more to press and nothing to compute—you just jog.

The RunMaster will display your speed in minutes per mile and indicate your location in one-tenth of a mile increments. There are just three buttons to press and three operating modes from which to select. The first mode displays the time and date for normal everyday use. The second mode displays the chronograph mode or stopwatch function. And the third mode is the run mode which measures the speed and distance while you run. Now you can run on any new path knowing your speed and exactly how far you've run—all from your watch.

Of course, the RunMaster is sweat resistant, accurate to within plus or minus 15 seconds and comes with a one-year limited warranty and easy-to-understand instructions.

Joggers who use the RunMaster claim jogging with it is more fun and that it actually adds a new degree of precision and training. The RunMaster will enhance your running program. Order a RunMaster, today.

RunMaster (2075C 4.00) **$79**

Night Raiders

Darkness is an intruder's best friend. Here's his enemy.

A man waits. He's been watching your home for hours. You and your family left after dinner. At precisely 9 o'clock a single light goes on in your living room. He chuckles to himself. He slips on his gloves as he prepares to break into your home.

As he slips through the shrubs, suddenly your backyard is flooded with light. Shocked, the thief runs. What happened? That thief was convinced you were gone.

The professional burglar was fooled by a new idea in home protection—Light Alert's motion detecting on/off switches. Light Alert fills your yard with light when any large object comes within 40 feet of your home. The detector's sensitivity is variable and can be set so small animals or trees won't set it off. The angle of the detector and lamps adjust to provide maximum coverage for your yard, walkway or house.

The Light Alert is also a friend. It will automatically light up your walk or driveway when you arrive home at night and will stay on for up to 20 minutes giving you plenty of time to find your keys and open the door. You can adjust the lights to remain on for only 20 seconds or as long as 20 minutes.

The Light Alert is extremely reliable. And everytime you come home at night you'll know the system is working.

There are no alarms to disturb your neighbors, and you never have to remember to turn the Light Alert on and off like other security systems. The motion detectors are only sensitive during darkness.

Think also of the savings. Leaving lights on while you're away costs you money. The Light Alert goes on only when it's needed.

Installation is simple. You attach the main box to your house with two screws and the 70" AC cord connects to any conventional three prong receptacle. Or, the weatherproof lamps and sensors can be hard-wired directly into any conventional outdoor box.

The Light Alert is 18" wide, the light shades are 5¼" in diameter and take standard outdoor floods (not included).

Enjoy the security and cost savings available from the Light Alert.

Complete Light Alert (9075C 5.00) . . **$299**
Sensor Only (9076C 5.00) **199**
Complete Light Alert is shown here. The sensor only must be connected to your own lights and electrical system.

Zoom Spotters

All the advantages of a high-powered binocular and none of the disadvantages.

What makes this Tasco Zoom binocular so useful is its versatility. You can set it at a low 8x magnification to maximize your field of view, and then when you find something of interest, you can zoom to 20x magnification. If you're a hunter, bird watcher, an avid sports spectator, or if you simply want the flexibility of a binocular that can more than double its magnification, we recommend the Tasco 8-20x50 zoom. You have all of the advantages of a high-power binocular yet all the advantages of a low power pair, too.

The optics are coated achromatic lenses for a bright, clear image. The exit pupil at 8x is a very bright 6.25 which makes these glasses great for low-light conditions. However, at 20x you still get a respectable 2.5 exit pupil.

The body is made of a special non-corrosive alloy and is carefully balanced for easy use without fatigue. It measures 6¾" long and weighs 34 ounces.

Rubber armor plating provides a better grip and greater resistance to shock and water. Roll down rubber cups let you easily use them with eyeglasses and the Tasco Zoom comes complete with a strap and carrying case.

Order the Tasco Zoom now and you'll also receive a pair of Tasco gradiant grey sunglasses absolutley free—a $24.95 value.

Zoom Binocular (5705C 4.00) **$129**

Space Case

Discover the lightest alternative to the heavy leather briefcase.

A beautiful leather briefcase makes a nice impression. But they are heavy and scuff quickly. That's why for everyday use the Atan Space Case is the new trend in briefcases. It's light (only 28 ounces compared to a four pound case), it's rugged and is pretty impressive looking, too.

The Space Case is made of the finest Dupont Cordura® fabric which permanently resists water, fading, abrasion and puncturing. The inside is lined with Antron® nylon which is a very smooth fabric that Atan uses in their camera bags. Stiffeners are used in the sides so that the case keeps it shape. All of the seams are double stitched and each structural seam is lockstitched. (Lock stitching won't unravel.) The Atan measures 13" high, 17" wide, 4" thick and is slightly larger than the typical leather case. Because the Atan is fabric, it flexes to accommodate more than you could squeeze into a standard leather case. There are a total of six compartments. Four are large enough to hold a legal pad of paper and two others are divided into sections. The open outside pockets are handy for newspapers, pens or airline tickets. Zippers are self repairing YKK and there's a thick supple leather bottom to protect the case and to prevent it from marring desks or tables.

For calling on clients, you might at first prefer your nice leather case. We can understand. But once you start using the Atan case, you'll quickly change your mind. Order the Atan Space Case today.

Space Case (0016C 4.00) **$89**

Auto Spotlight

Light up the whole block or the whole neighborhood.

The Cibie 55-watt hand-held halogen spotlight plugs into your car's or boat's cigarette lighter and throws a beam of light for almost two miles. It's ideal for emergencies, repairs, signaling, camping or just plain finding a house number. Its 4-foot spiral cord easily expands to 15 feet. The tightly focused reflector measures 6¼ inches in diameter and the bulb can be easily replaced. The light comes complete with a tight-fitting lens cover and works with 6, 12, or 24 volt auto, boat or truck electrical systems. Stores easily inside your car, cab or trunk.
Spotlight (9026C 4.00) **$89**

Keystone Camera

A handy inexpensive way to take quality photos without reading the instructions.

A lot of cameras claim to be a snap. So, we aren't going to tell you that this Keystone 35mm Auto-Everflash camera is easy to use, although it is. And we aren't going to say that it is foolproof, because you're not a fool.

What the Keystone camera does however, is take a great deal of complication out of 35mm photography. If you have neither the time nor the inclination to unravel the buttons, levers and meters that every 35mm camera seems to have as standard equipment, you will find the Keystone to be an inexpensive camera that will take a good 35mm picture without a lot of fuss.

Smoke Zapper

Zap smoke out of the air and protect your neighbors.

Smoking is a personal matter. Either you smoke or you don't. But when the smoke from a cigarette disturbs non-smokers, they have a good reason to complain. First, the smoke may smell bad to the non-smoker. That's certainly understandable. But it's the second reason that deserves special attention.

The smoke from a filtered cigarette at rest that floats into the air is called "side-stream" smoke and is actually unfiltered. This unfiltered smoke has been proven to be more harmful in clinical tests than the smoke exhaled by smokers. And that's what the Smoke Zapper was designed to prevent.

The Smoke Zapper ion ashtray is manufactured by the same company that makes our popular Fresh Air Bubble on page 32. And it will make the air you breathe safer by removing all but trace amounts of the smoke produced by a cigarette—both directly exhaled and side-stream. It looks very much like a conventional ashtray, but collects smoke in two ways. First, side-stream smoke is drawn into a collector through electrostatic precipitation. Secondly, a thin flexible negative ion

"The simplicity is wonderful but the results are what counts."

The Keystone has a total of four buttons. One is the shutter and shutter lock, one opens the back of the camera, another pops up the flash and the fourth is the two position ASA setting. You don't even have to read the instructions to be snapping good pictures within minutes. However, the best feature of the Keystone is the automatic film advance. After you take a photo you hear a quiet whirring noise as the camera winds and you're ready to take the next picture. And when you are out of film, it even rewinds automatically.

One glance at the camera back and you can tell from an indicator if there's film in your camera. This feature is perfect if you just take a few shots and put the camera away.

The Keystone lens could be considered fantastic—especially after you examine the clarity of your photos—but it is only a color corrected f5.6 lens with a 38mm focal length. The lens cover opens an instant before you take a picture and it also serves as a sun shield to prevent rays from hitting the lens and causing streaks on your prints.

The flash is built in and doesn't go off until you pop it into position, and there's a green light that glows when the flash is charged.

If you want a handy, uncomplicated and inexpensive camera that produces great photos, we urge you to give the Keystone 35mm Auto-Everflash a try. A roll of 12 exposure Kodak color print film is free with the camera as well as a carrying strap and two AA-cell batteries for the flash and automatic film advance. Open the box, load the batteries and film, and you're ready to go. Order the Keystone today and see how simple and enjoyable photography can be.

Keystone Everflash (5080C 4.00) **$79**

Ring of Fire

When you change spark plugs try a set that will last a lifetime.

The ring of fire surrounding the center electrode.

Spark plugs may be costing you more money than you think. Conventional spark plugs begin to corrode and deteriorate from the very first day they are installed. And after several thousand miles they are robbing you of power and gas mileage. The Super Igniter spark plug, however, doesn't deteriorate like a conventional plug and one set helps to keep your car running at top performance for the entire life of your engine.

A conventional plug consists of a center and side electrode separated by a gap. The side electrode extends over the center electrode with a strip of metal to form the gap. Each time the plug sparks, the side electrode deteriorates slightly and the gap widens until the plug begins to misfire.

The Super Igniter plug, however, does not have a single strip of metal for a side electrode. Rather, it is built like plugs used in airplanes where lives depend upon flawless performance. The side electrode is actually part of the body of the plug and completely encircles the center electrode. Because of its large surface and mass, erosion is negligible and the gap remains almost constant for the life of your engine. In fact, there's a limited lifetime warranty on each plug.

So, if you're interested in the most efficient spark plug you can buy—one that will last the life of your engine—order a set today.

To order specify the year, make, model engine displacement (cubic inches or liters) and number of cylinders of each car.

Note: If your car is a 1977 or later model *Buick, Oldsmobile or Pontiac with a 350 cubic inch engine, also state your vehicle ID number which you can find on your state registration card or on the dashboard just inside the windshield on the driver's side.*

Igniters (each) (8100C 3.00) **$5**

emitter along the side of the ashtray attaches negative ions to the smoke particles in the air and they are then attracted to the collector.

These two devices together create a clean and safe 300 cubic foot "bubble" of air. Even if no one is smoking, they continue to clean the air around you. To test its efficency, simply check the charcoal filter a few minutes after someone lights up a cigarette and uses the ashtray. It will be yellow with the contaminants you might have breathed into your lungs. (The ashtray comes with a long-lasting charcoal filter and additional filters can be purchased for only $4.)

The Smoke Zapper uses normal household current, is perfectly quiet and has no moving parts. The base is made of durable fiber-reinforced plastic which is burn-resistant and removes easily for washing.

Order the Smoke Zapper and keep your smoking a personal matter or help prevent others from disturbing non-smokers.

Smoke Zapper Ashtray (7052C 4.00) . **$59**
Replacement Filter (7053C 1.00) **4**

Bulb Twister™

A new twist in saving energy.

The Bulb Twister is a full-range dimmer, on/off switch and bulb lifesaver—all in one. Screw it into any light socket and then screw the bulb into the dimmer. Then just turn the collar slightly and the light dims. At full dim you have a nightlight. Turn it brighter for entertaining guests and to full brightness for reading. The Bulb Twister reduces the energy you burn and it also extends the bulb life while giving you the full brightness range of the bulb. You save electricity, you add convenience and you can say good-bye to those expensive 3-way bulbs.

The Bulb Twister is 1¾" wide, 2" high and adds approximately 1" to the overall height of the bulb. You can use it with bulbs up to 200 watts, it's UL listed and works with any 120 volt lamp.

Dimmer (each) (9096C 3.00) **$12**
Pack of 3 Dimmers (9097C 4.00) **29**

Fresh Air Bubble™

Surround your body or your work place with ion-controlled fresh air in America's finest bipolar electrostatic home precipitator.

The unit measures only 2" x 4" x 7" and its black and wood grain styling will fit into most decor.

There's a real danger. And this invisible menace will affect nearly everybody reading this ad.

The danger is pollution—but not the ordinary kind. In fact, ten years ago, we didn't have this new kind of pollution.

Ten years ago, cars didn't have catalytic converters. Today, these devices "grind up" the car exhaust into particles so small they form micron soot, and micron soot is so fine, it can be easily absorbed into your lungs. Even the EPA has stated, "Because it is so fine, such soot particles stay longer and cause more damage in the respiratory tract."

Ten years ago, homes were able to "breathe" or exchange air between the outdoors and indoors four or five times a day. Today our well-insulated energy-conscious buildings and homes create and trap pollution that we breathe unwittingly.

OTHER PROBLEMS

There are other problems too. Add the daily soot, dust, smoke and other impurities in the air and you've created pollution problems even worse than they were ten years ago—so bad that environmental groups are especially concerned over this new "time bomb" lurking in our environment.

But American ingenuity hasn't been sitting still. A rash of small devices containing charcoal filters with fans and selling for around $30 have flooded the market. But these devices only remove particles 5 microns or larger. Today's micron soot is one micron or smaller. Cigarette smoke for example is 2 to 3 microns or smaller.

70,000 UNITS SOLD

In 1978, JS&A introduced the negative ion generator in a national advertising campaign and sold over 70,000 units. It was a device that cleaned the air by electrostatically removing particles even smaller than one micron. Hospital burn centers soon began using commercial versions of the negative ion generator.

Removing sub micron particles from the air was very important, but there was also a surprising second benefit. The unit added negatively charged ions to the air.

We've all felt the effects of negative ions after a thunderstorm. When you take a deep breath, the air smells good and you feel good.

The opposite is true of positive ions which can be found in polluted environments, air conditioned office buildings and in automobiles. Many scientists believe that positive ions make you feel moody, depressed, irritable and restless. A negative ion generator cancels out the positive ions and fills the air with negative ions.

AN EXPERIMENT

When you blow smoke into an inverted glass bowl and put it over an ion generator, the smoke immediately vanishes. Or if you place the ion generator in an odor-filled room, the room soon smells fresh.

It was these experiments that really convinced the public that the JS&A ion generator was a valuable new home appliance. Soon the market was flooded with competitive units. Many were not as efficient as JS&A's first model. Some emitted very few ions and one actually emitted dangerous levels of ozone. JS&A conducted independent laboratory tests which showed that JS&A's unit was indeed the best.

DON'T BE FOOLED

Even today, ion generators are being sold that supposedly produce tremendous amounts of negative ions. But there's a problem. These units create electrostatic discharges which can be uncomfortable when touching a doorknob or someone else. And they often deposit the micron soot on walls and rugs too.

JS&A had American scientists create an ion generator with a bipolar emitter which emits a balanced amount of negative ions to create a controlled ion environment. One emitter produces negative ions and the other controls and shapes the ions to create an ion bubble.

The end result is a unit which leaves just the right amount of negative ions in a large room, attracts the pollution particles and deposits them on a beautiful wooden collector while keeping your floors and walls free of dirt. You're actually placed in a fresh air bubble while you work, sleep or relax and with no uncomfortable electrostatic charge. It's the best unit and we'll prove it.

We'll enclose a white paper filter which you can place over the wooden collector. If the white paper is not blackened with micron soot after only ten days, please send your unit back for a full refund and we'll also refund your $4 postage and handling. And you can make that test anytime within 30 days after you receive your unit.

The white filter test will prove just how dirty your environment really is and it will also prove the effectiveness of the Fresh Air Bubble—the best product sold today.

REFRESHING DIFFERENCE

We urge you to try the Fresh Air Bubble in your home or office. Put one on your desk or in any smoke-filled room. Notice the refreshing difference in your work environment. Take it home and plug it in next to your bed. Chances are, you'll want to buy another one before our 30-day trial period ends.

When you order the unit, we'll send you the Fresh Air Bubble complete with instructions and a one year limited warranty. Then plug it in and leave it run all day and night. It costs only a few cents per day.

The era of the bipolar electrostatic precipitator as a home appliance is here. Order the best unit available at no obligation, today.

To order, credit card holders call toll free and ask for product number 7050C or send a check for **$89** plus **$4** delivery.

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Japanese agent scores big success by bringing JS&A most advanced blood pressure monitors.

Eguchi's Best

JS&A has several agents that represent us throughout the world. When a new innovation pops up, they're the first to tell us about it.

Mr. Eguchi is our blood pressure agent. For the past several years he has brought to JS&A the latest and most advanced blood pressure monitors in the world.

As a tribute to Mr. Eguchi and his fine efforts, we asked him if he would pose for our catalog and demonstrate the JS&A 410C blood pressure monitor. But before we describe it, we thought we'd explain exactly what blood pressure really is.

THE TRUTH ABOUT BLOOD PRESSURE

Blood pressure is the force exerted by the flow of blood against artery walls. This pressure reaches a peak with each heartbeat called (systole) and then decreases between beats called (diastole).

When you measure blood pressure, there are two important readings to take (such as 120 over 80). The 120 is the systolic reading while the 80 represents the diastolic.

Blood pressure ranges from a low of 90 over 60 to 140 over 90. When your blood pressure goes up to or beyond 140 over 90 and remains there, chances are you have high blood pressure or hypertension (another name for high blood pressure).

NO OBVIOUS SIGNS

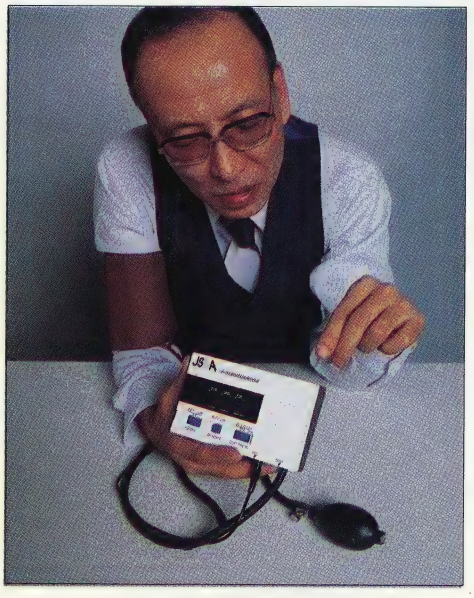
Hypertension is a very serious disease for two reasons. First, there are no obvious signs that you have it. So you may innocently have the disease and not become aware of it until its late stages when it's often too late.

Secondly, when you've had it for awhile, the heart must pump harder. It therefore enlarges and eventually, under this extra burden, weakens, loses efficiency and pumps less blood with each beat. Artery walls are injured, clog and eventually choke off blood to the heart, brain or kidneys, leading to heart attack, stroke or kidney failure.

Of the estimated 25 million Americans who now have hypertension, most don't know they have it. And hypertension—especially in its early stages—is curable.

GOOD COMMON SENSE

Owning a blood pressure monitor and checking your blood pressure periodically is a good way to protect yourself. And a periodic check might just be once a month. It's really up to you and your physician.



Mr. Eguchi demonstrates the JS&A 410C blood pressure model with memory. Mr. Eguchi is in charge of finding us the world's best units.

Just the act of regularly taking your blood pressure appears to help lower blood pressure as was proven in a study conducted at the University of Washington in Seattle.

JS&A offers two blood pressure units which in our opinion represent outstanding quality and value. One unit is only $49 and has an analog display (a needle that points to the correct readings as opposed to a digital readout).

You simply slip your arm into a cuff with a Velcro fastener. This Velcro fastener permits you to attach the sleeve yourself without assistance.

Once in place, you pump air into the sleeve with the attached rubber bulb until the needle goes beyond your estimated systolic reading. You then release the air from the bulb and the needle starts to drop slowly. When you hit the systolic reading a red light goes on and you note the reading while the needle continues to drop. When the red light turns off, the needle is pointing to your diastolic reading.

Our new model 410C unit sells for $129 and comes with a digital display of your diastolic and systolic readings plus a reading of your pulse. You just inflate the cuff as you would with our model 310 and sit back as your readings are automatically displayed. A memory button lets you take two readings and compare them before turning off the unit.

ALL BATTERY POWERED

The units are all battery powered with the analog unit using a 9-volt battery and the digital unit using four AA-cell batteries.

The cuff of each unit has a sound-sensing device which picks up the sounds created during systole and diastole. The electronic circuitry then interprets these sounds and visually displays them as either a digital readout or as a meter reading.

Each unit also comes complete with a handy carrying case, all batteries, complete instructions and a one-year limited warranty.

Mr. Eguchi can be proud of the units he supplies JS&A. They're outstanding blood pressure monitors that will stand the test of time. Thank you Mr. Eguchi. We appreciate the efforts of your hard work.

Model 310 (7010C 4.00) **$49**
Model 410 (7021C 4.00) **129**

Sleep Sheep

We may have found a way to improve your sleep forever.

New Zealanders discovered that sleeping under sheep's wool induced sleep.

The story we are about to tell you may seem rather incredible. And indeed it is. But if you'll have an open mind, what you will learn may indeed change your life.

There is a new product manufactured in New Zealand that is selling very well. It's called the Woolrest—a bed pad made of thick wool. You simply place it over your mattress and then cover it with your bottom sheet as you normally do when you make your bed.

SLEEP INDUCING

Sheep's wool has always had an outstanding reputation for keeping you warm in winter and cool in summer. That is why wool seat covers are so popular. But wool has another property known by New Zealanders for many years. Namely—wool induces sleep.

In New Zealand, for example, a way to cure insomnia was to cover yourself with a sheepskin rug. For some very unscientific reason, the hypnotic quality of the wool encouraged sleep. Counting sheep was another technique that was often recommended. But it was the development of the Woolrest bed pad that suddenly turned an old wive's tale into fact.

DIFFERENT EXPERIENCE

Sleeping on a Woolrest is a different sleeping experience. Whether you sleep on a hard or soft mattress, the Woolrest apparently radiates a feeling of comfort and relaxation from the wool fibers which mold, massage, and conform to your entire body.

Scientific tests conducted by Dr. Peter Dickson of Ohio State University proved that the Woolrest pad indeed helped induce sleep. Testimonials from people who owned them clearly demonstrated that Woolrest not only induced sleep but also provided great relief for backaches, arthritis, and rheumatism. Its natural fibers tend to alleviate the pain and pressure caused by these illnesses and thus make sleep come easier and deeper.

Frank Thornton, a Seattle Washington dental technician, had trouble sleeping for six years. He purchased a Woolrest pad and has been able to sleep through the entire night practically every night. According to Thornton, "I felt a sensation of buoyancy from the Woolrest. I have read in literature that a person sleeps more restfully with natural fibers surrounding their body." Thornton has already purchased seven Woolrest pads for his entire family.

There are hundreds of other testimonials we could mention from the thousands who have purchased them, but one thing is clear. Using a Woolrest pad you know that the rest of your life will be spent sleeping comfortably, with a minimum amount of sleeplessness. Certainly, there will be nights when it will be difficult to go to sleep. But with the Woolrest those nights will be fewer, shorter and without the tradeoff of taking sleep-inducing drugs.

WARM IN WINTER

In the winter the Woolrest holds your body heat and thus keeps you warmer. You'd expect that. But in summer it keeps you cooler through a process of moisture absorption by absorbing up to one-third of its weight in moisture to keep your body cool and dry.

Will the Woolrest work for you? We're willing to prove it with no risk on your part. Order one for a 45-day sleep test. When you receive it, closely examine the surface. Feel the thick pure woven pile of natural New Zealand wool. Place it on your bed and then cover the pad with your regular bottom bed sheet—either fitted or plain.

JUST A FEW DAYS

That night go to sleep on it. But don't judge the effectiveness until you've slept on it for at least a full month. You should actually notice the difference in just a few days, but after a month you'll turn from being skeptical like we were, to a real enthusiastic believer. If not, we'll understand. After all it may not work for everybody. Just return it within the 45-day sleep trial and you'll receive a prompt and courteous refund including the $4 delivery charge. The Woolrest washes easily in your washing machine and has a limited five-year warranty. Complete instructions come with each pad. Sleep on a Woolrest and experience what we mean at no risk or obligation. Order one, today.

To order, credit card holders call toll free and ask for product by number below or send check plus $4 delivery for each pad ordered.

Twin Size (0025C)	**$129**
Full Size (0026C)	**179**
Queen Size (0027C)	**209**
King Size (0028C)	**269**

The New Zealand wool used exclusively in the Woolrest could be a major reason for its effectiveness. Here's why.

Most sheep are raised in countries where temperature extremes cause their wool fibers to become brittle, rigid and often cracked at the ends. In Australia sheep are often raised in the dusty outback where temperature and rainfall can vary greatly.

In New Zealand however, the sheep enjoy a year-round temperate climate and graze in lush green pastures. Their wool fibers are thick and vibrant with good shape retention .

NEW ZEALAND WOOL

The Woolrest uses only the best New Zealand wool. The fibers are actually woven onto a pure wool blanket base and thoroughly washed and tufted.

We have mentioned the importance of New Zealand wool for good reason. Just as there are several grades of sheepskin seat covers, we suspect eventually there will be several grades of wool bed pads. None will ever compare to the wool used in the Woolrest.

JS&A®

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Northbrook, Illinois 60062
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JS&A PRODUCTS THAT THINK®

Volume 12, HOLIDAY, 1983

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From all 50 states

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GADGET BARGAINS

With the holiday season approaching, here are some great gifts to make your shopping easy, but please act quickly.

Select from the list of products shown below and place the quantity in the box above the product name. There is only $5 for delivery no matter how many items you select. It's that simple.

Fill out the bottom line of Order Form "A" listing just the quantity and total. We'll look on the back of the order form and ship you your selection in the quantities you've ordered.

All products are stocked in depth but at these prices they'll certainly go fast. So act quickly by placing your order early. And if we do run out, we'll notify you immediately so you won't be caught short. **Quantity Discounts:** If you order 24 items or more of the same product, you may deduct 20% off the purchase price.

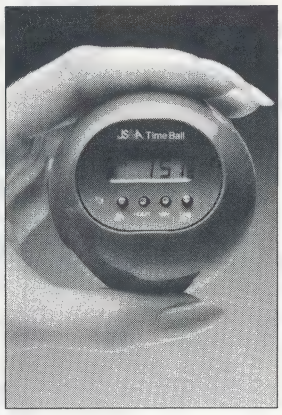
Write qty. here

Memory Telephone

$9.88

Order Nr. 1038C

Here's the new Welltone push button phone with a "last number redial" button, a ringer on/off switch and a mute button which blocks your outgoing voice when you press it. Can be laid flat on a table or hung on a wall and comes complete with wall mount and holster in a beautiful gift box.



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Famous TimeBall™

$9.88

Order Nr. 2087C

It became a national hit. Hundreds of thousands of these mini billiard ball-sized travel alarms were sold. The TimeBall has a snooze alarm, a backlight for the display and comes complete with small watch battery. Perfect for travel, desk or the ideal employee gift or incentive. Only in green.

Write qty. here

Time Cube™

$9.88

Order Nr. 0206C

It makes a great desk clock or nightstand alarm. The TimeCube is perfect for anyone who now owns a TimeBall or wants an impressive gift that could easily demand a $20 retail value. It measures 2¾" each side, has an alarm, snooze button, backlight and large display and comes in bright car-rental green.

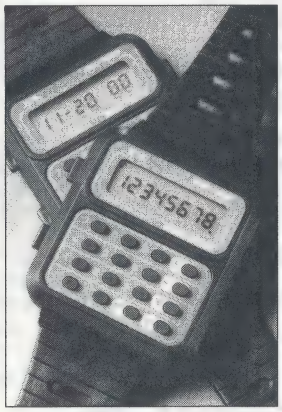
Write qty. here

Travel Dryer

$9.88

Order Nr. 0401C

A powerful 1200 watt JS&A mini hair dryer in beautiful morning fresh green. Packs easily in overnight bag. UL listed. Three speeds 300, 600 and 1200 plus can be operated overseas without transformer by flipping power switch from 110 to 220. A really beautiful product. Thousands sold.



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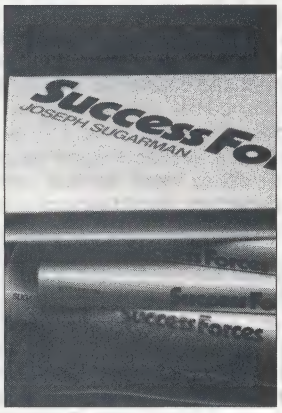
Calculator Watch

$9.88

Order Nr. 2048C

You can't go wrong with a gift value like this. The JS&A calculator watch features a full-function 8 digit calculator, chronograph and alarm plus date and time—all in one incredibly good-looking sports watch. Order them in bulk for all your friends, use them as a special stocking stuffer. Very popular.



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Great Book

$9.88

Order Nr. 0012C

Success Forces, written by Joseph Sugarman, is the story of JS&A and Sugarman's six success philosophies. If you're looking for a powerful success motivational book, this is it. And it's a perfect gift this holiday season. Order them in quantity for all of your sales staff, friends, children or spouse.

TIME PAYMENT PROGRAM

If you order by credit card, you may divide the purchase price into three easy monthly installments. Your total purchase must exceed $100, and your first payment will include postage and Illinois sales tax (if applicable). There is no finance charge for this service. Simply add the letter "X" at the end of the order number for those items you wish to purchase on this plan. It's another way JS&A wants to become your favorite place to shop.

SPECIAL OFFER

We have only 10,000 left of our famous Bone Fone® Jr. AM radios. You put the unit around your neck and beautiful AM music comes out of two speakers located near your ears. The Bone Fone® with its terry cloth sleeve is perfect for hanging on your washroom towel rack or around your neck while you jog. Your cost is only $14.95 each (Order Nr. 9900C 3.00) or six for $55 (Order Nr. 9901C 5.00). That's $9.17 each. Only 10,000 left.

GADGET NEWSLETTER

Every person ordering from this catalog will receive a certificate for a free copy of *Gadget*—a monthly newsletter on the world of gadgets. Each issue features a no-holds barred report on a selected number of products. Stories about everything from toys to robots, from video to audio. If its an unusual gadget, you'll find it in this interesting newsletter for all gadget lovers and gizmologists. Certificate is included free with your package.

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When you call and place your order with JS&A on any of our special toll-free numbers, we'll also offer you a few surprise bargains from our list of daily specials. You'll save from 30% to 50%. We can't tell you what our daily special is until you place your order, but you'll really appreciate the value. This is another way we're making shopping with JS&A an enjoyable and exciting experience.

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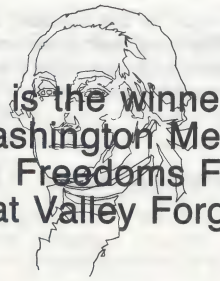

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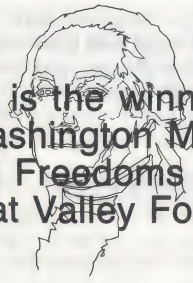

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Volume 12, HOLIDAY, 1983

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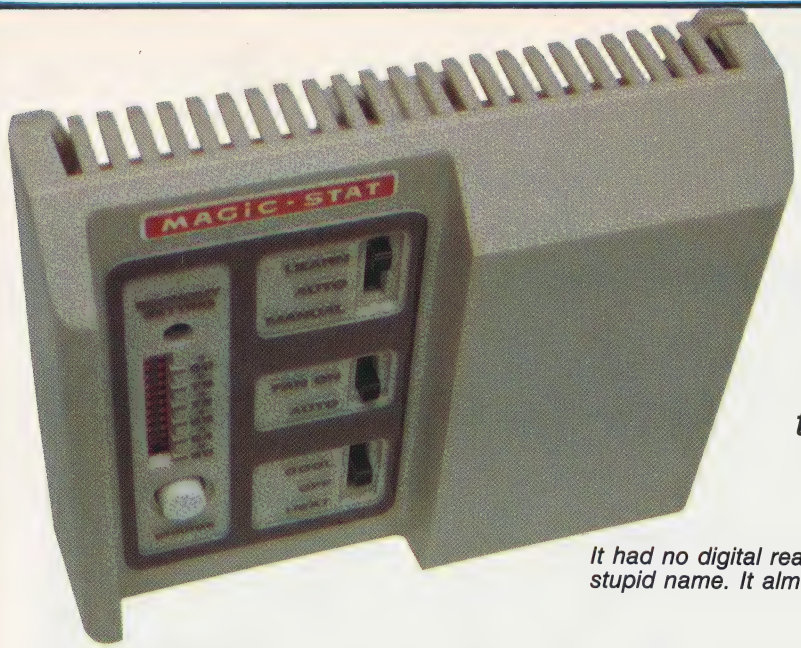

Magic Baloney

You'll love the way we hated the Magic Stat thermostat until an amazing thing happened.

It had no digital readout, an ugly case and a stupid name. It almost made us sick.

You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck." We took one look at the plastic case and said "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off.

REAL LOSER

So there it was—at first blush a real loser. But wait, we did find one good feature—a feature that led us to a discovery. The Magic Stat installs in a few minutes and no serviceman is required. Thermostat wires in your wall follow standard color codes. So when you install Magic Stat, you attach the red wire to the red location and the white to the white. That's playschool stuff. And it's safe. Conventional thermostats installed over the past 20 years are generally only 24 volts, so you can either turn off the power or work with the "live" wires without fear.

OK, LET'S TEST IT

The Magic Stat installation was so easy that the least we could do was test it. And that's when we made an incredible discovery. We discovered that the Magic Stat was probably the most consumer-oriented, technologically-advanced and most sophisticated thermostat ever developed on the face of this earth and in our galaxy for all times ever. What made us switch from hating the thing to loving it? Read the following.

The Magic Stat has six setback settings per day and a seven day program. That means that you could set it for 70° when you get up in the morning, drop the temperature to 54° when you go to work, raise it to 68° when you return for dinner, raise it up to 72° after dinner as you watch TV and then drop it down to 62° when you go to sleep. Count them—five settings with one to spare.

In one day the Magic Stat is programmed for the whole week and for the weeks to come. If you want a different schedule for weekends, you can individually program the thermostat for those days, too. "Big deal," you might think. "What's so great about that?" Read on.

You set most electronic setback thermostats to the time you want the furnace to go on in the morning, so when you wake up, your room is once again warm. But what if one morning it's bitter cold outside and the next morning it's much warmer? This means that setting your furnace to go on at the same time may, on one morning, leave you cold and on the next morning cause you to waste energy by warming up your house too soon.

By golly, the Magic Stat has everybody beat on this one too. Throughout the night it senses and computes the drop in temperature and the time it will take to get your room to your exact wake up temperature. So if you want to wake up at 7 AM to 70 degrees—that's the temperature you'll wake up to every time. Because it's a patented concept, no other thermostat has this feature. But wait. There is also a patent on the setting feature.

SIMPLE TO SET

To set the thermostat, you press just one button. A small LED light scans the temperature scale until you reach your desired temperature and then you release the button. You change the temperature naturally, throughout the day, up to six times. The unit responds and remembers that exact living pattern. The present temperature is displayed by a glowing red LED on the scale.

The system also computes the ideal length the furnace should stay on to keep the temperature within a range of plus or minus one and one-half degrees. A battery backup lets you keep your stored program in its memory so power outages as long as eight hours won't let your unit forget. And if something happens and your power is out for a few days, the unit will automatically maintain 68 degrees when the power is restored.

Quite frankly, we were so impressed with the unit, its ease of installation and setting plus its many energy-saving features, we seriously considered advertising it until we realized that our customers would probably not want to trust their future comfort to a product called Magic Stat. What if something went wrong with the unit? How substantial was this Magic Stat outfit? Remember, a thermostat is something you live with as long as you live in your home, and they're supposed to last ages. After all, your comfort depends on it.

Well, we did our homework, We found the company to be a sound, well-financed organization. They have been in business for several years, and they back their products with a three-year limited warranty. In addition, the company has a policy of buying back your unit in one year if you haven't saved its full cost in energy savings. We were satisfied with the company, the people, the product, its incredible features, the company's commitment to the product and above all, the energy savings.

We are so impressed now with the Magic Stat that we're going to make buying one irresistible. Buy one from us for only $79. Install it yourself in a few minutes or hire a handyman to install it.

Or order the new deluxe unit for $99 with the exact same features as the regular model, but with a beautiful new case.

Then enjoy the savings this next winter, Not only will you save up to 30% on your heating bills, but you're eligible for the 15% energy tax credit. Then if you're not absolutely in love with this product one year later, return it to JS&A. You'll get all your money back and you can reinstall your old thermostat.

REALIZE SAVINGS

But we're counting on a few things. First, you will realize an energy savings and a comfort that will far surpass what you are currently experiencing. Secondly, you probably will sleep better breathing cooler air yet wake up to just the right temperature.

Beauty is only skin deep and a name doesn't really mean that much. But we sure wish those guys at Magic Stat would have named their unit something more impressive. Maybe something like Twinkle Temp.

To order, credit card holders call toll free and ask for product by number below or send check plus $4 delivery for each unit ordered.

Magic Stat (0040C) **$79**
Deluxe Magic Stat (0041C) **99**

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Crunch Time

"The professor was so boring that I fell asleep twice."

Think about it. You're listening to a dull speaker and you can hardly keep your eyes open.

Suddenly the speaker speaks faster. You wake up. You're listening more intently. Why?

Scientists have discovered that the faster someone speaks the greater our comprehension. The better our comprehension, the more we benefit from what we're listening to.

TWICE AS FAST

But most people can't talk fast. Certainly not twice as fast. So we're stuck trying to pay attention as best we can. That's soon to change with the new low-priced SoundPacer.

The SoundPacer is a voice compression tape recorder designed to play the human voice faster without changing the pitch. You could record a lecture or listen to a prerecorded tape, double its speed and comprehend more while listening to it in half the time.

But before we describe the system, there is something else even more exciting. The new price. For only $129 you could own an entire voice compression system complete with built-in microphone and be able to record or listen to voice-recorded tapes in half the time, at twice the speed and now at almost half the cost.

The new low price is the result of a purchase made by JS&A directly from Japan. We've got thousands in stock.

TESTED EXTENSIVELY

Voice compression systems have been used extensively at universities and research centers to test human response and comprehension. The tests proved quite positive.

Students can record lectures and review them in half the time. Many doctors who try to keep current with the latest developments in their profession can do so in half the time, even while driving to and from the hospital.

Many conferences, courses, speeches and lectures are often available on tape. Now you can listen to these tapes in half the time and with better comprehension.

IT FIGURES

Your time is valuable. Just figure out how much your time is worth on an hourly basis and divide that amount into the cost of the unit. If you earn $20 per hour, it would take you less than seven hours to save the $129 cost of the unit, but think how much valuable time you'll save after that.

Then, too, there are those who rarely listen to cassettes. Once you experience the increased comprehension and time savings possible with speech compression, you just might be encouraged to listen to more tapes and expand your knowledge.

The new SoundPacer system can be adjusted from double to normal speed and even down to 80% speed to assist in note-taking or learning a language. There is a built-in microphone, the latest tape transport mechanism and a host of features found on expensive audio tape decks.

AUTO STOP

The unit has an auto stop feature which stops the unit at the end of the tape, and sliding controls which operate the pitch and speed plus switch the unit from the accelerated speed to the normal rate. And finally, the unit measures only 2" x 5¾" x 10¾" and weighs a few pounds with its four C-cell batteries (not included) and its AC adapter.

Students, doctors and businessmen—all will find that the SoundPacer is the most valuable new time-saving tool they could own.

We urge you to give the unit a try. Remember, JS&A gives you 30 days to judge the value of the product and experience its convenience. Or send your unit back for a full refund plus your $4 delivery charge. With each unit you'll also receive an instructional cassette, AC adapter and one-year limited warranty.

A brand new unit called the Time Cruncher with a few extra features is also available. It has a one-half speed record capability on any of four different sound tracks. This lets you record four hours on a normal one hour cassette—perfect for recording long classes or conferences where changing tapes is inconvenient. And, of course, you can play the tapes back at double speed with the correct pitch. This new unit looks identical to the SoundPacer.

Your time and comprehension are much more valuable than the modest investment in our two systems. Why not give voice compression a test? Order one at no obligation, today.

To order, credit card holders call toll free and ask for product by number shown below or send check plus $4 for delivery.

SoundPacer (5040C) **$129**
Time Cruncher (5041C) **239**

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Congress Responds

Earn extra money with America's first cartridge computer duplicator.

If you own an Atari® 2600 game computer, we've got some good news and a surprise. First the surprise.

Those expensive cartridges you've bought for your game can easily be ruined. Forgetting to turn off your unit when you put in or take out a cartridge can possibly destroy the chip. Atari® and others clearly warn you of that in their instructions.

And, what happens when you do blow the cartridge. You're out of luck. And it can mean $35 down the drain. Now the good news.

THE GOOD NEWS

A Houston company has developed an inexpensive cartridge copying system called the Prom Blaster that lets you duplicate your entire collection of cartridges. You simply plug in your Atari® or Activision® cartridge in one slot and a blank cartridge in another, press a button and three minutes later you've created an exact duplicate.

Unlike audio or video copies which lose quality each time you duplicate them, you lose nothing when you duplicate a cartridge. The reason is simple.

The duplicate contains the same digital code as the original. There is no difference in quality, no loss of anything. Each cartridge will play exactly as your original with the same audio and video.

The suggested retail prices of original game cartridges can range from $20 to $40 depending on the amount of memory and the popularity of the game. The blank Prom Blaster cartridges sell for only $10 each, so the extra insurance is well worth it.

IS IT LEGAL?

Absolutely. In 1980, Congress passed an amendment to the copyright act that clearly permitted consumers to duplicate their cartridges. Congress recognized that consumers, through no fault of their own, could accidentally destroy a program and they therefore permitted copying for what is called "archival purposes." In short, you do not violate the law if you make one copy of your copyrighted cartridge if that cartridge is retained by you as a backup.

You can't sell, lease or giveaway a duplicate cartridge produced from a copyrighted original that you own. It's against the law. And if you sell your original, you must destroy your archival copy.

There are two great opportunities for those who purchase the Prom Blaster to earn extra money. First, you can make copies for your friends who wish to own archival copies of their favorite games and charge them for the service.

PROM BLASTER™ GAMES

Secondly, we also offer Prom Blaster games—a series of nine copyrighted games designed for the Atari® 2600, but with a new twist. Each game will allow the owner to make copies of the original and sell them to their friends. Each game costs only $15 and was designed by a top game designer.

The Prom Blaster copier first reads the integrated circuit or ROM (Read Only Memory) located in the original cartridge, line by line. Then, through a very sophisticated computer program, it electronically "etches" what it has read onto another encapsulated micro-chip (called a PROM) in the duplicate cartridge at a speed of 45 bytes a second.

Devices that duplicate ROMS are common in industry. They often sell for over one thousand dollars. The Prom Blaster system uses a special dedicated duplication technique that keeps the cost of the basic unit and the blank cartridges extremely low. The Prom Blaster copier can copy both the 4K and the 8K Atari® 2600 cartridges.

Act quickly and obtain a copier, a set of three games and five blank cartridges. This is one instance when the first person on the block will have a decided advantage.

We will send you a Prom Blaster copier and one free blank cartridge. You may also order as many blank cartridges as you want in boxes of five. When you get your system, see how simple it is to duplicate your cartridges for archival purposes. See how your duplicate cartridge plays exactly as the original in both sound and video. Offer to duplicate cartridges for your friends for archival purposes. If you are not convinced that the Prom Blaster is the perfect accessory to your Atari® system and a device that can pay for itself quickly, you can return the unit (not the cartridges) within 30 days and we will send you a prompt and courteous refund.

JS&A makes available a great opportunity to protect your cartridge investment and earn extra money selling copies of our special games. Order a system at no obligation, today.

To order, credit card holders call toll free and ask for products by number below or send check plus delivery (shown in parentheses) for each item ordered.

Prom Blaster (3080C 4.00)	**$119**
5 Blank 4K Carts (3081C 2.00)	**50**
1 Blank 8K Cart (3082C 1.00)	**15**
3 Games (set 1) (3083C 2.00)	**45**
3 Games (set 2) (3084C 2.00)	**45**
3 Games (set 3) (3085C 2.00)	**45**

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Hands-Free Headset™

This micro-light headset gives you twice the convenience.

Relief at last. Here's a product that lets you talk on the phone without holding the receiver. With both hands free you can take notes easier, look through files—all while you talk. But there's even a more exciting feature.

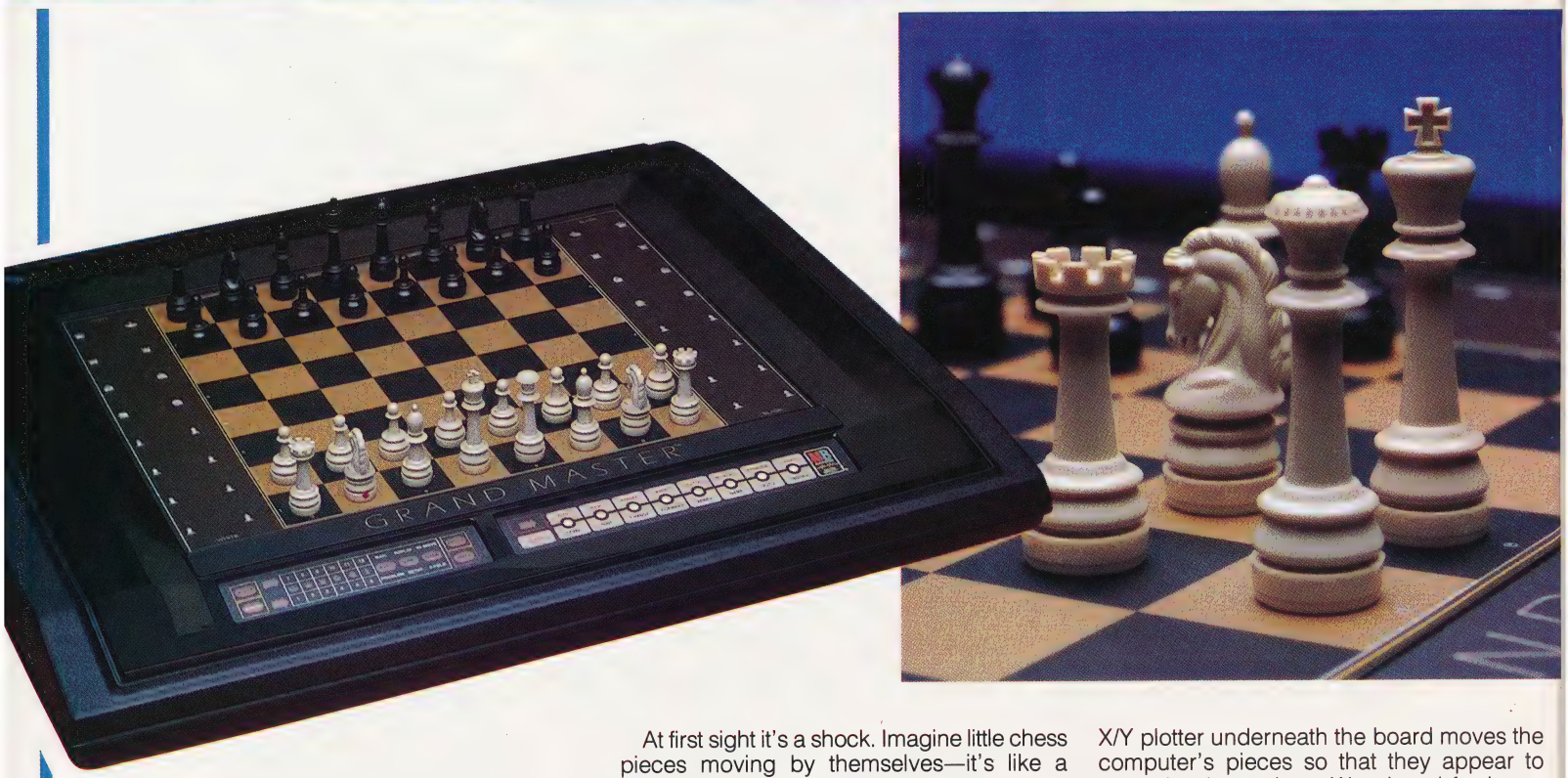
The studio-quality headset is a comfort to wear. It's so light you forget you're wearing it. The boom mike and wire headband are fully adjustable and the speaker pad rests gently against your ear.

Most headsets plug into your ear. With the Hands-Free, the pad rests comfortably on your ear. And two ear pads come with it—one for normal conversations and a larger pad for noisy environments.

There's an amplifier that attaches to your telephone with a Velcro® pad so that you can adjust the volume level of the incoming call. You hear the party clearer and the voice reproduction is as good or better than most conventional telephones.

The unit has been approved by the FCC, it weighs only 3 ounces, plugs into any modular phone and has a seven foot cord with a clasp so you can clip it out of your way. The headset works perfectly with any phone which doesn't have its dial or keypad built into the handset. Experience the freedom of using the phone with a Hands-Free Headset. Order one, today.

Hands-Free Headset (1070C 4.00) . . . **$49**



Robot Pieces

The pieces seem to move by themselves.

At first sight it's a shock. Imagine little chess pieces moving by themselves—it's like a chapter out of science fiction. But beyond this unusual experience is a chess computer that, in our opinion, is the most advanced product ever sold.

It will do more to improve your chess game, regardless of your chess level, than any other chess game ever developed. It has a personality and human like quality that is helpful, considerate and very clever.

You make your moves as you would normally. A revolutionary computer-controlled X/Y plotter underneath the board moves the computer's pieces so that they appear to move by themselves. We played for hours and not once did the computer knock over a piece or miss a move. It was like playing against an invisible opponent.

You can't call the Grand Master "friendly," but it does have human qualities. The game can actually teach new players by instructing them with the proper moves and offering suggestions. It will set up the board by itself at the beginning of a game and remove captured pieces as they are taken.

One of JS&A's customer service operators using the new Hands-Free headset.

"It's like playing chess against a real person."

There are twelve different skill levels. Level one is designed to make a few stupid moves so that just about anybody can beat the computer. As you move up in skill levels, it plays a more difficult game, and at level 12 it really gets tough.

The Grand Master program was created by the English Grand Master, David Levy. In fact, top chess players will recognize many of Levy's aggressive moves while playing the unit.

The Grand Master helps you study the game, too. You can change places if you want to take over the computer's pieces, you can put the Grand Master in the Auto Mode and let it play against itself in any level except 12, or you can run the game backwards to analyze moves. The game is programmed under International Chess Federation Rules and monitors every move to make certain they're legal. It will even referee a game between you and another person.

Above all, the Grand Master is an attractive addition to your home. It measures 22½" x 18¾" x 3¾" and has a glossy and matte black finish. Each game comes complete with a dust cover, all the pieces, an AC adapter (it doesn't use batteries), instructions and even a booklet on how to play chess.

And we've made it easy for you to buy. If you already own a chess computer purchased from JS&A, we'll be happy to buy it back at the original cost (up to $100) in trade for the new Grand Master.

If you've never played chess before or you're a serious amateur, discover the latest in chess technology. Order the Grand Master at no obligation, today.

Grand Master (3005C 8.00) **$495**

Favorite Phone

An uncomplicated phone that offers great features at a good value.

What more can we say about this phone except that we really like it. Here's why.

The Uniden EX-1050 has a 30-number memory dialer. You can enter all the numbers you frequently call—including emergency numbers like fire and police—and dial them by simply pressing a button next to the name. And the Uniden is simple to program, too. Just dial the number and press a button.

You can program long distance numbers, special codes and access numbers and even pauses. In fact, (and here's what we really like), up to 32 digits can be stored in each channel—perfect for long distance services such as MCI or Allnet.

The Uniden also has a hands-free speakerphone. You just press the speaker button when the phone rings and you can answer the phone without lifting up the receiver. We particularly like the sound quality of the speakerphone. There is no pronounced echo as is often the case with other units, and the speaker volume adjustment makes it easy to hear the other party from 15 feet away.

You can turn off the speaker in the middle of the conversation simply by picking up the receiver. Or, if during a call you want to include someone else in the conversation, press the speaker button, replace the receiver and you'll be talking on the speakerphone. A speakerphone is a great feature for everything from conference calls to having the whole family participate in those special calls from loved ones or even for those times when your hands are full.

There are other nice features. There's a hold button, a last number redial and an automatic redial which continues to redial a busy number at one minute intervals for ten minutes until the call goes through.

Another feature we like is the ringer which is really a pleasant electronic warble. You can adjust the ringer volume control to one of two levels or you can even switch the ringer to the off position for those times when you don't want to be disturbed.

The unit measures 3¼" x 7¾" x 9¼," plugs into any conventional phone jack and uses regular 120v AC power. Two AA-cell batteries are needed for the memory. In the event of a power failure, the batteries will hold the numbers in memory until the power is restored. The phone is switchable between rotary dial and tone and can even make MCI or Allnet long distance phone service accessible to areas not included in Touch Tone® dialing systems. The ivory and matte brown finish fits in anywhere and the entire unit is made of impact resistant plastic—designed to take real abuse.

The Uniden EX-1050 desk-top phone is an outstanding example of the new generation of practical modern telecommunications. We're confident you'll fall in love with it as we did. Order one, today.

Uniden EX-1050 (1040C 5.00) **$149**

Pulse Watch

Keep your finger on your watch and an eye on your pulse.

Pulse monitors are expensive. But, a nice inexpensive alternative is the Pulse Watch. When you exercise, simply strap it on your wrist, press its large "pulse" sensor while exercising and get a readout of your heartbeats per minute.

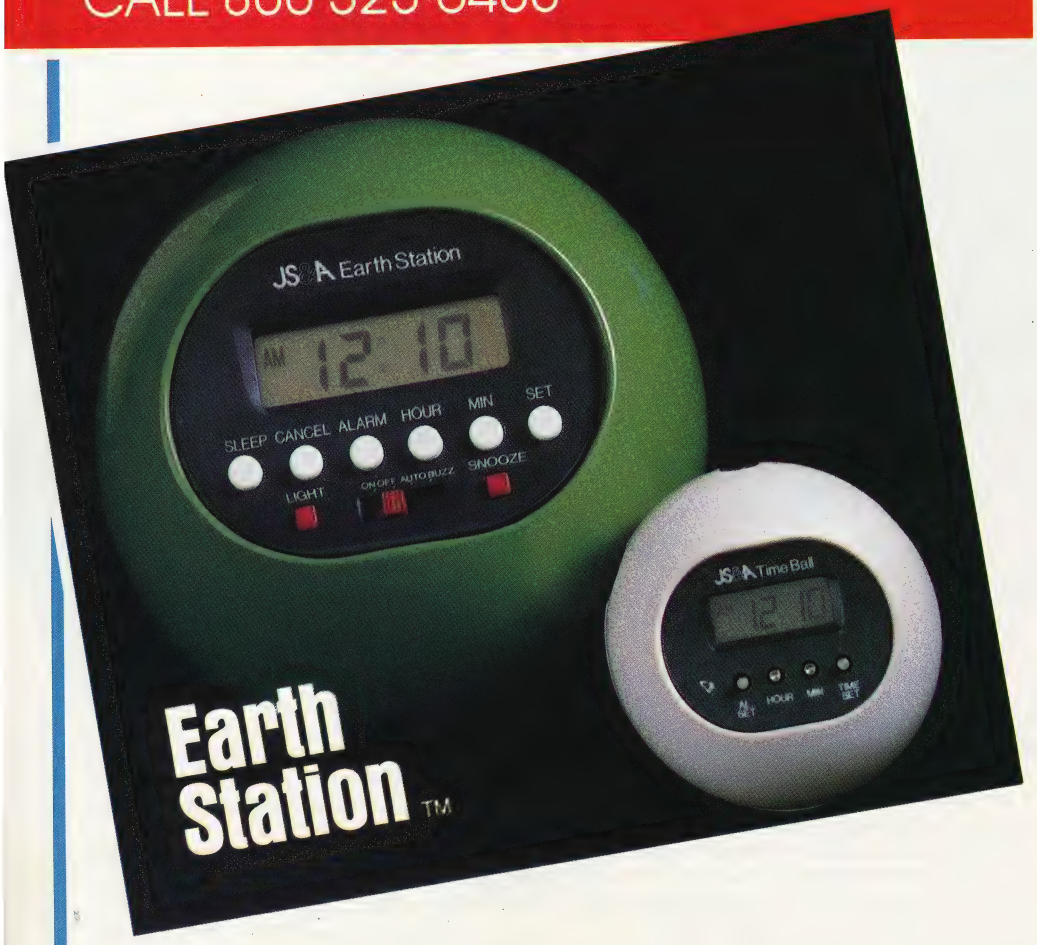
The pulse reading electronics are quite accurate and use the same module as the Seiko pulse watch. One disadvantage, however, is that it doesn't average your heartbeats. Therefore, you get a reading that fluctuates exactly like your pulse. Consequently you'll rarely get a constant figure because your heart is rarely constant. The readings do even themselves out so it isn't difficult to estimate your average pulse rate.

The watch also has a time, day and date mode, an alarm mode and a chronograph function which gives lap times, second place/first place and cumulative times up to 24 hours and hundredths of a second.

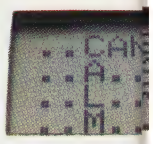
The Pulse Watch has a bright liquid crystal display, is water resistant and is powered buy a lithium battery that will last over three years. Keep an eye on your pulse. Order a Pulse Watch, today.

Pulse Watch (2058C 4.00) **$49**

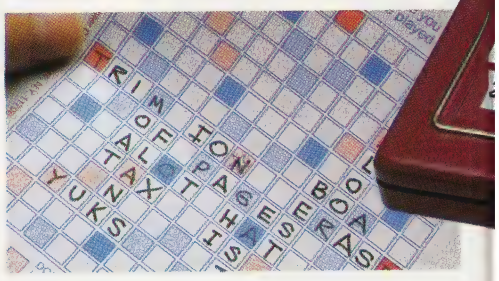
CALL 800 323-6400



Electronic Scrabble®



They said it couldn't be done. But Bob didn't believe them.



Using a technique called "artificial word compression," an inventor named Bob Walls was able to compress what originally took 80K bytes of computer power down to 8K bytes.

This permitted him to compress 12,000 words into a computerized Scrabble game. (Please note that the average person's everyday vocabulary is only 3,000 words.) Plus, he was able to expand his game by adding two expansion chips to broaden the vocabulary to over 44,000 words.

Bob realized that computers are indeed often viewed as threatening—especially for people unfamiliar with them. So, first he gave his unit a human name. He calls it Monty. Then he made the operation so easy that anybody who can spell can play it. There are four skill levels from beginner to expert. From one to three players can play against it and Monty keeps score for everybody, assigns tiles, and challenges incorrect words. You

Two neat gifts for Clockin' and a Rollin.'

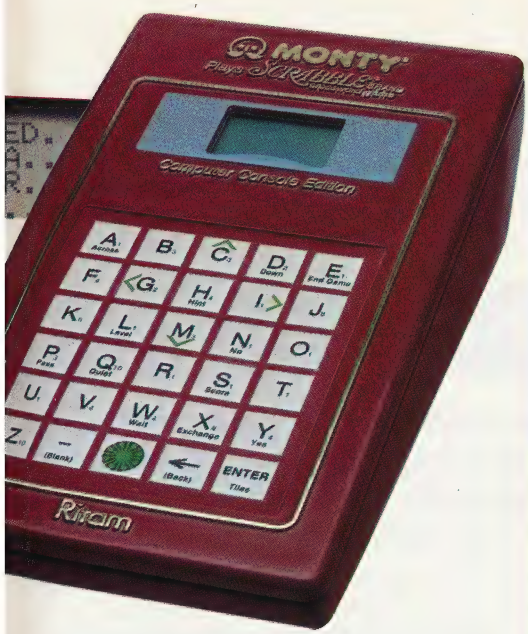
What's round and goes beep in the morning? You have two choices. Either the famous JS&A TimeBall™ or the soon to be famous JS&A Earth Station™.

The Earth Station is a full-featured AM/FM clock radio. Its alarm or radio will wake you in the morning and the large liquid crystal digital display is perfect for weary eyes. It measures 4¾" in diameter, has a built-in loop antenna and uses a 9-volt battery. The clock and alarm are also easy to set.

If the Earth Station is the size of a grapefruit, the TimeBall is the size of a billiard ball. The TimeBall travels well, it's easy to set and has a drowse alarm and backlight.

The Earth Station and TimeBall are gifts that almost anyone will use and appreciate every day. Order a TimeBall on our order form. It's in stock and on sale now for only $9.88. The Earth Station will be available November 1st in green or white. But order early for the holiday season.

Green Earth Station (2088C 4.00) **$39**
White Earth Station (2089C 4.00) **39**
TimeBall . . . . . (see order form)



select from the tiles assigned to you, indicate with a cursor where they go and press a button. Monty does the rest.

Monty can be carried in your pocket. It measures only 10¼" x 5¾" x 2½" and weighs just a few ounces. Monty uses four "C" cell batteries (supplied with the unit) which last over 100 hours. And an optional AC adapter is also available.

If you enjoy Scrabble, crossword puzzles or just plain want to improve your vocabulary, you'll really enjoy Monty. Give Monty to your children and watch them play a game that will make expanding their vocabulary fun. Or take Monty on your next airplane trip and watch the time zip away.

Order Monty at no obligation, today.

Monty (3040C 5.00) **$149**
AC Adapter (3041C 1.00) **10**
Expansion Chip 1 (3042C 1.00) **29**
Expansion Chip 2 (3043C 1.00) **29**

Talk Is Cheaper

Most expensive hands-free communicators drop in price.

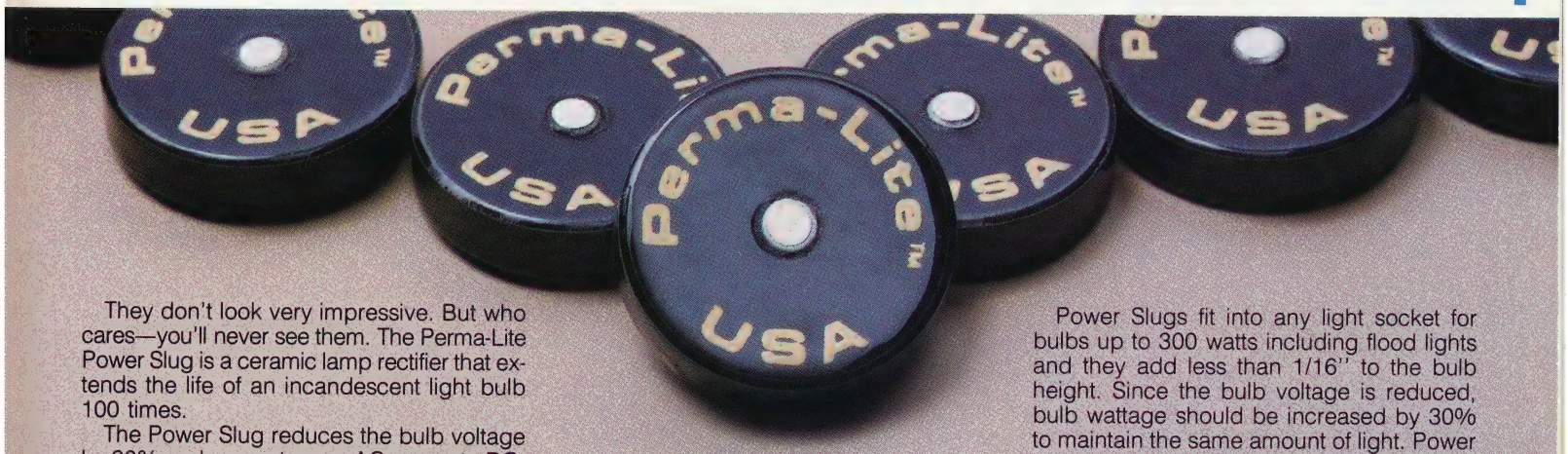
When we introduced the hands-free two way walkie/talkie system back in 1981, we saw the great potential. Here in one product was a great tool for everyone from cyclists to football coaches. But a few years have gone by and prices have dropped.

The model shown above was our most expensive model. It was the professional TalkMan model from Standard Communications—a leader in radio communications. The TalkMan operates on voice actuation using FM modulation which produces a clear, crisp signal. There are three sensitivity level controls so you can operate it riding a bike or on a motorcycle.

The professional TalkMan model also could be worn over the right or left ear and had a noise-cancelling microphone that lets you ride motorcycles or hang glide without having the wind inadvertently turning on the microphone.

The TalkMan was introduced for $189 each last year (remember you need two of them), but we managed to get a load of them at a good price and can now offer them for only $89 each. But please act fast. We've only got a few at this special low price.

TalkMan (each) (4015C 2.00) **$89**



They don't look very impressive. But who cares—you'll never see them. The Perma-Lite Power Slug is a ceramic lamp rectifier that extends the life of an incandescent light bulb 100 times.

The Power Slug reduces the bulb voltage by 30% and converts your AC power to DC. The lower DC voltage makes the filament burn cooler and extends the life of the bulb. The disk is ceramic—superior to other rubber or plastic bulb extenders for dissipating heat. The disk also acts as a buffer between the bulb and socket to prevent bulb-damaging arcing. And it has a limited warranty for 8 full years.

Power Slugs™

A disk the size of a nickle can save you money and aggravation.

Power Slugs fit into any light socket for bulbs up to 300 watts including flood lights and they add less than 1/16" to the bulb height. Since the bulb voltage is reduced, bulb wattage should be increased by 30% to maintain the same amount of light. Power Slugs will not work with fluorescent or 3-way incandescent bulbs.

If you have bulbs that burn continuously, are hard to reach, or even if you just want to avoid the nuisance and expense of burnt out bulbs in your home or business, order a package of 12 Power Slugs, today.

12 Power Slugs (9007C 3.00) **$29**

3-D Sound

New microphone developed by a brain surgeon uses same technology as your ear to produce startling audio.

The Sound Grabber® plugs into any cassette recorder to produce a sound you'll have to hear to believe.

Humans see in 3-D. It's primarily because we have two eyes. But we might not realize that we also hear in 3-D too. Here's how.

Two ears help. With two ears we can hear in stereo and determine where the sound is coming from. But our ears can do much more. Scientists have discovered that when sound hits a surface, a "pressure zone" is created a few thousandths of an inch above that surface. Our ears transmit that pressure to the brain through the eardrum.

NEW MICROPHONE

A new microphone has just been announced that simulates the human ear. Called the Sound Grabber®, it uses pressure sensitive membranes to capture the same 3-D stereo effect we actually experience through our ears. And it does it with just one microphone.

The Sound Grabber® uses "pressure zone" technology to pick up both distant and close sounds with such clarity and depth that you'll be startled when you hear your first recording.

The implications are enormous. Suddenly every recorder you now own will record with dramatically greater quality and clarity. And that's regardless of the quality of your recording tape or how much money you paid for your previous microphone.

DICTATE LETTERS

You can dictate letters, while the Sound Grabber® lays on your desk, with better quality than holding a conventional mike to your face. In our tests, we mounted the Sound Grabber® at one end of our conference room and recorded the voices of six people so clearly that you'd think there was a microphone in front of each person.

We recorded music at a concert with such realism that it sounded like a professional live recording. And we were able to record a classroom lecture without the echo effect and less of the annoying sounds made by the recorder itself.

The Sound Grabber® will plug into 95 percent of all cassette or microcassette recorders with its standard plug, however a special adapter plug is supplied to fit most of the units not covered by the standard plug.

You can then hold the Sound Grabber® in your hand, put it in your shirt pocket or just plain leave it out of the way taped onto a wall somewhere in your room.

SOUNDS HIT SURFACE

Sound hits the Sound Grabber® surface and a pressure zone is created a few thousandths of an inch above the surface. By sensing the fluctuations in this pressure through a pressure calibrated membrane and then converting them into electronic impulses, the sound will transfer in its purest form and in its proper phase relationship.

Conventional microphones can't match the human ear because sound is rather complex. For example, the sound that bounces off walls before it hits a microphone is called indirect sound and is usually out of phase with direct sound. This causes the echo effect we often hear in our recordings.

You can actually eliminate this problem in a sound absorbing recording studio with very expensive microphones and sound mixing electronics—but what about in your office, conference room or class? That's what is so beautiful about the Sound Grabber®.

PHASE RELATIONSHIP

The Sound Grabber® takes all the sounds present in a room, places them into a proper phase relationship and eliminates the problems of the conventional microphone. The end result is enhanced sound with more depth, deeper tones, and greater clarity while maintaining a life-like presence that can only be described as 3-D sound.

The Sound Grabber® has a 3½" x 4" plate onto which the pressure-sensitive membrane capsule is mounted. The 7" long handle also contains its own power source—a single AA-cell battery which drives its built-in amplifier. There's also a very generous 10-foot long cable which lets you mount the Sound Grabber® practically anywhere.

The Sound Grabber® is manufactured by Crown Corporation, one of the leading manufacturers of equipment for the recording industry. Crown also makes a $350 pressure zone microphone designed strictly for recording studios. The Sound Grabber®, however, was designed for use outside the studio by consumers, but it has become a favorite of professional recording engineers, too.

The Sound Grabber® was the end result of several engineering developments in the mid 70's. Recently, a brain surgeon who was also an electrical engineer, took the technology to its ultimate direction—into a product that has simulated the human ear and that we feel will affect the recording of sound more dramatically than any new development in audio since digital recording.

REGARDLESS OF PRICE

We urge you to test the Sound Grabber® against any microphone regardless of price. See how one simple device can improve the quality of your recordings and enhance the utility of your recording devices.

If you record professionally, compare the Sound Grabber® against any studio microphone you currently use. If you dictate, record lectures, or music—whatever your application—see how much better your recordings will sound.

But don't just take our word for it. Order one during our 30-day free trial. Test it with your recording equipment using the cheapest recording tape you can find. If your recordings don't sound better than they've ever sounded before and if you aren't amazed at the results, return the Sound Grabber® for a prompt and courteous refund. Sound technology is about to go through a revolution. Order your Sound Grabber® and see why at no obligation, today.

To order, credit card holders call toll free and ask for product number 5008C or send a check for **$99** plus $4 for delivery.

JS&A®

One JS&A Plaza
Northbrook, Illinois 60062
CALL TOLL FREE 800 323-6400
IL residents add 6% sales tax. ©JS&A Group, Inc.,1983

Latest Fad

Japanese fad invades America. Get ready for the biggest music explosion since the cassette tape.

The fun becomes contagious. In Japan the Singing Machine became so popular that soon they started popping up in Japanese taxis.

Japan has just spawned another giant fad. It's called the Singing Machine. Japanese engineers took a professional recording studio complete with echo chambers, tape dubbing and sound enhancing electronics and condensed it into a small portable enclosure. But their real trick in making the Singing Machine a hot product came next.

They recorded about 200 of the most popular songs with full orchestra and background chorus on 8-track tape. So, when a person with an average voice steps up to the microphone, picks up a songbook and slips an 8-track music tape into the unit, a phenomenon takes place that captures the fantasy of every person who has ever dreamt of being a recording artist.

Their voice sounds better than it ever sounded before. The echo chamber, pitch controls and other sound enhancing circuitry normally reserved for just the most sophisticated recording studios is now all theirs. But now for the very best part.

There is also a cassette tape recording deck to record your voice. Now you can take the music track and your vocal and mix them together to the level and balance of your choice. You can raise the level of the music and lower the level of the vocal to help cover any singing flaws, or you can keep the music level low to show off your voice.

You can now take the tapes you just recorded and play them in your car cassette player, listen to them on your portable unit or even send them to somebody as a gift. So sensational was the concept that it's the biggest fad to hit Japan since the Sony Walkman.

Through some very clever engineering plus Japanese electronics and mass production, California's Hal Roach Studios has developed the American version of the Singing Machine.

EXAMINE QUALITY

Its dubbing circuitry can simultaneously record and mix the background music from the 8-track tape plus your sound enhanced voice—and all in stereo. The speed and pitch controls speed up or slow down the music and change the pitch to adapt to your voice without distorting the music. The Singing Machine also has an echo chamber which lets you set the right amount of echo to suit a mood or special effect.

The unit's large 8" speaker and the 15-watt amplifier faithfully reproduce the tapes full frequency range. The 8-track cartridges contain full orchestrated renditions of popular songs and when you order the Singing Machine we will give you a total of 40 songs (ten of the best selling 8-track tapes) absolutely free. Your free songs will include hits like *The Sound of Silence, Please Mr. Postman, The Yellow Rose of Texas, 500 Miles, We've Only Just Begun and Buttons and Bows.* A book with the words to the 40 free songs plus the words for over 160 other songs will also be sent at no charge with a list of the other available 8-track tapes. The additional tapes will be available in the near future from JS&A for only $6.95 each.

You can use any microphone since the jack takes the standard mike plug, however the microphone we offer as an optional accessory is a classic professional model that is perfectly matched to the audio system. It is also unidirectional which blocks out both the background noises and the music you hear from the 8-track tape as well as the feedback that would normally be a problem wih a standard mike. The cord is 15 feet long giving any singer plenty of room to maneuver. And because there are two mike jacks, you can record in stereo or in duets, add a chorus or even special effects.

We recommend that you purchase the two matching microphones when you order the Singing Machine. Then you'll have everything you need to fully utilize the system for stereo recording.

There should be no question that the Singing Machine is a solid value. The big question is justifying its purchase. At least that's what we thought until we took one to a few parties and invited guests over for dinner. In a party atmosphere the fun is contagious. People who were reserved became different people. The laughter and energy levels rose and everybody left wanting to own a system for their home. Then we found another use for it. We recorded beautiful poetic messages using the appropriate music as background and our voices with moderate echo. Sending these tapes to loved ones or friends brought an enthusiastic response.

PRIVACY OF HOME

Of course, by using one in the privacy of your home, you can step out of the closet, out of the shower and fulfill a basic emotional desire to openly express your feelings through song or poetry. And if you really want to let loose outdoors, the Singing Machine is portable, weighs 24 pounds and operates on ten D-cell batteries (optional). You can even use it as a public address system. It is 8" x 14" x 20".

Order your system and enjoy an experience that was only reserved for the top professional singers. Order a Singing Machine, at no obligation, today.

Singing Machine (3050C 10.00) **$399**
Microphone (each) (3051C 3.00) **79**
3 Blank Cassettes (3052C 2.00) **10**

The Singing Machine comes complete with ten free 8-track tapes or 40 songs (a $70 value) plus a songbook with the words for the music. The microphones are optional.

American-made Blotron represents a new design concept sure to become the hottest new product in the nation.

Crash Detector

Even if you never buy one, it may just save your life.

America's biggest killer is the drunk driver. Hundreds of thousands of innocent victims are maimed or killed because somebody had too much to drink and didn't realize it.

Many states have adopted strict jail sentences for drunk drivers. A 32-year old woman from Philadelphia was driving home after a party and had one headlight out. When a policeman stopped to warn her, he smelled alcohol on her breath and asked her to take a breath test. She flunked it and consequently spent a week in jail.

Refusing to take a breath test is no defense either. According to a recent Supreme Court decision, refusal to take a breath test is considered an admission of guilt.

The Blotron is a small pocket-sized electronic device that measures the amount of alcohol in your breath. You simply turn it on, blow into a chamber and the unit compares the alcohol in your breath to a predetermined electronic norm.

If you've consumed too much alcohol, the unit flashes red. If your body contains a minimum amount of alcohol, the unit flashes green. And if you're in between, the unit flashes yellow.

The Blotron is unique for three important reasons. First, is its price. It costs $39—certainly affordable when compared to other units that sell for over $100.

Second, is its technology. With other alcohol breath analyzers you blow through a tube which measures your breath's alcohol content as it passes through.

When you blow into the Blotron, your breath is trapped in a chamber and the chamber then seals itself. Your breath sample is then carefully compared to a sample gas that acts to calibrate the unit. An integrated circuit then computes the amount of alcohol based on the comparison and then powers the lights and meter to indicate the level of alcohol in your particular breath sample.

Third, the sample gas is supplied by the same company that supplies the comparator gas to the thousand dollar law enforcement systems. This means that the unit is calibrated under very strict standards similar to those of the police departments.

With the Blotron, you've got greater accuracy due to its sampling and comparator functions and a very reasonable price thanks to its ingenious design.

Breath tests are now admissible evidence in court thanks to the strict calibration procedures and the use of the same comparator gas used in the Blotron. If your blood contains over point 1% of alcohol by weight, you are considered drunk and the Blotron flashes a red light. We call the Blotron a 'Crash Detector' for good reason. You don't have to be a criminal to drink too much and not realize it. The lady mentioned earlier certainly wasn't. Very often the most law abiding citizen with the cleanest driving record can get trapped into a circumstance that ends up in an arrest and a jail sentence.

The Blotron is simply an accurate and reliable device to help you determine a safe time to drive your car. And we know for sure that its use will save many lives.

If the courts seem rather harsh in their sentencing and evidence gathering procedures, so is the menace from drunk drivers. Thousands of innocent people are killed each year and the massacre was getting worse until this stronger legislation came into effect.

Technology, high quality standards and mass production has made the Blotron possible. Who knows how many lives will be saved from its sale? Order one, keep it handy and encourage others to do so too.

Blotron (0017C 4.00) **$39**

Digital Scale

Bring the readout to your eyes.

One of the problems with digital scales has been trying to read the digital readout. The readout can be small and difficult to read.

Now there's a product that brings a large, bright digital readout to eye level, or anywhere you want, up to 6 feet from the platform.

The new Novus electronic scale has a thin cable connecting an LED module to the platform. And there's more to this than easier reading. The module has a feature that lets you weigh babies or pets while holding them. First you get on the scale, set the weight back to zero, then pick up the child or pet.

Electronic sensors are highly accurate with a range up to 300 lbs. You can also switch the readout from pounds to kilograms. Operates on one 9-volt battery (not supplied) and the platform measures 3'' x 10'' x 11''. This scale originally sold for $59.95 but is now only $49 during this special offer.

Novus Digital Scale (7025C 4.00) **$49**

Phone Screen

A new way to fool a burglar and change your telephone number

A good burglar uses a telephone. First he calls your home to see if you're there. If you answer, he hangs up and looks for another victim. If you don't answer, he prepares to break in.

A telephone answering unit or an unlisted number is no defense. If there's no answer, you're probably away. Your telephone can indeed be a burglar's best tool.

The Privecode is an electronic prescreening device—a buffer between your caller and you. The unit is simply plugged into your telephone line and your telephone is plugged into the Privecode. You then give your friends their own special 3-digit code.

When your friends call, your phone is answered and they hear a message that says, "To complete your call, enter your Privecode number." When they enter the correct 3-digit number, the Privecode flashes that number on a display and rings your phone. If the wrong number is entered, the unit disconnects your caller and you never hear your phone ring.

For each code you give out you have a choice of also assigning one of four different sounding electronic rings. For example, you can group all your relatives together so their calls ring with one sound, all your friends with another and still another ring for your children. So without even being at the unit's display, you can often tell who the call is for or who the call is from.

If you give somebody a code and later want to unlist them, you can instruct the unit to do one of two things. You can either erase the code from the unit's computer which would disconnect the caller, or you can instruct the computer to allow the ringing sound in the caller's ear without ringing your phone. In this way, the caller doesn't know that he or she has been delisted.

In short, the Privecode acts as an electronic switchboard operator who takes your existing phone line, breaks it up into 16 extensions and four different rings and pre-screens your calls. But let's get back to that burglar.

When a burglar calls, he'll never know if you are home. His call would be pre-screened—enough to scare most burglars away. And since there are 1000 codes to select from, chances of getting the right code are quite slim even if the burglar knew to enter a 3-digit code. No other phone in your house will ring when you use the Privecode unless the caller enters the correct code.

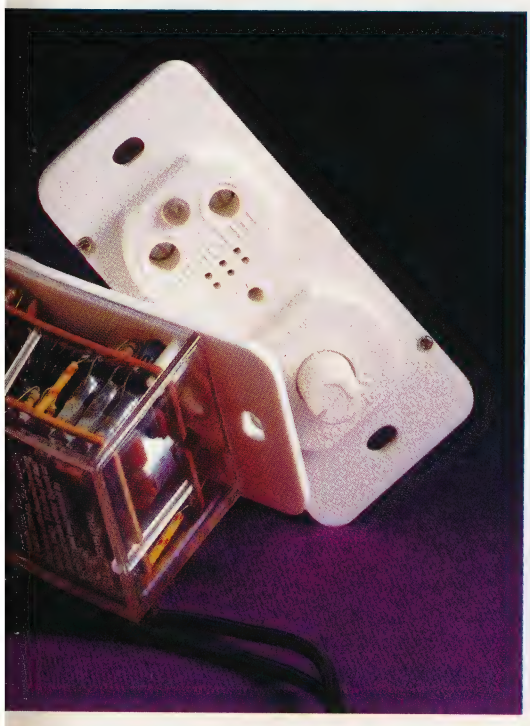
What if somebody calls you, enters the correct code, and you're not home to take the call? When you return, you simply review the code numbers that are stored in the Privecode memory and you'll know who called without the use of an answering unit.

If the caller has a special message to leave, there's no problem either. You can connect your telephone answering unit to the Privecode and after seven rings your answering unit will activate and take the message.

The Privecode is very easy to set and enter codes. Just three buttons and your telephone are all you use. And the computer and voice-synthesis technology are the latest electronic advances. Everything is solid-state. There is no magnetic tape to age, no mechanical tape transport system to jam and no moving parts. The female voice is generated by a voice synthesis integrated circuit—a solid-state device that sounds just like a human switchboard operator.

The Privecode is the first really innovative way to control the intrusion of the telephone into your lifestyle while adding a degree of security when you're away. Order your electronic switchboard at no obligation, today.

Privecode (1065C 4.00) **$295**



MAKING LIFE MUCH EASIER

Sound Switches

Now when you walk into a room, the sound of your voice can turn on your lights. Imagine the convenience when you enter a room with your arms full. Or think what that could mean for home security—lights scare the daylights out of burglars.

The Audiolite is a wall switch available in incandescent and fluorescent versions. It replaces your present light switch and requires a conventional 2-hole faceplate available at any hardware store.

There are two controls to set on the front. One is the sensitivity adjustment. It sets the sound level necessary to turn on the switch—from the sound of footsteps, to a snap of your fingers, to a loud shout. The second control is a timer that sets the amount of time the light stays on, from 7 seconds to 7 minutes. If there is no further sound, the light shuts off. There's also a manual on/off override. The incandescent model has an 11-position dimmer control to adjust the degree of brightness, plus a daylight sensitive photocell—no need to turn Audiolite off during daylight hours.

Our second model is even easier to install. All you do is plug it into a wall receptacle, plug in a lamp, set the sensitivity and time (up to 8 minutes) and walk away.

All models work with bulbs up to 300 watts. Order a bunch today and use them around your home. You'll love their convenience.

Incandescent (9090C 3.00) **$29**
Fluorescent (9091C 3.00) **29**
Plug-In Model (9092C 3.00) **29**
Assortment of Any 4 (9093C 5.00) **99**

Health Monitor

Hear yourself into better health with this great exercise incentive.

There are plenty of crazy ideas about how to exercise. And we'd like to correct two. The first is that all exercise is good for you, and the second is you have to exercise for a long time to benefit.

Let's explode the second myth first. The experts claim that 20 minutes of exercise 3 times a week is all the exercise you need to maintain a healthy level of fitness. The trick is to exercise in what is called your target zone—a narrow range of exertion that causes your circulatory and respiratory systems to really work out—a range that can be measured by your pulse rate while you exercise.

And not all exercise is good for you. When you drop below your target zone, your body often doesn't benefit at all from the exercise. And when you go over it, you're running the the risk of damage to your heart.

The best way to monitor your pulse and stay in your target zone while exercising is with an aerobic fitness monitor. We found a system that is not only very accurate and simple to use, but it audibly reminds you when you're above or below your target zone. It's called the Coach and here's how it works.

Your first step is to program the Coach with your personal data—things like age, weight, sex and stride if you jog or walk. Second, input your pulse rate target zone. This can be quickly determined from a chart in the Coach instruction booklet or from your doctor. Finally, strap a soft flexible band with three heart sensors around your chest and plug it into the Coach. You're now ready to go.

When you exercise, if you fall below your target zone, the Coach will be silent. If you are in the target zone you'll hear a beep with each heartbeat. If you push yourself too hard and go above the target zone, the Coach

Print Maker

Put in a slide and grind out a print.

You can make prints from your 35mm slides in seconds. Simply drop a slide into the Slide Grinder, push a button, turn a crank and you have a 3¼" x 4¼" print on instant Kodak film. The Slide Grinder can make prints for relatives, friends, or business almost as quickly as you can turn the crank.

A strobe flashes a pure daylight-balanced light through the slide and lens and onto the Kodak film. If you want to alter the color balance, you can slide in either one of two built-in filters to give your photos a warmer or colder tone.

Before you print your slides, you can preview them in the 2.2x viewer. And there's an exposure control so you can lighten a dark photo or darken a light one. Two AA-cell batteries power the Slide Grinder. There's no AC cord, it is completely portable and can be easily stored on a shelf.

With your order, we'll throw in a free ten-pack of instant Kodak film. The film is yours to keep even if you decide to return the unit. And Kodak will redeem a coupon for another free ten-pack. This is a total of almost $20 in free film.

The Slide Grinder measures 6¼" high x 10½" wide x 13½" long and comes complete with batteries. If you're looking for something to enhance your slide collection, explore the advantages of making your own prints instantly. Order a Slide Grinder at no obligation, today.

Slide Grinder (5070C 4.00) **$149**

We liked the incentive it provided when it encouraged us to challenge our fitness score.

sounds a solid alarm. But there's more.

The Coach has eight more functions in addition to its pulse monitor. It will count the calories you burn and can store this data for the day, week or month; it will measure the distance you walk or jog; and it'll read out your pulse rate, how many times your foot hits the ground, the distance you have run or walked, your average speed in miles per hour, and your elapsed time. The Coach can even compute your maximum oxygen uptake and provide you with a special fitness score—a perfect incentive and a great way to monitor your progress. The liquid crystal display can scan all nine of these functions in rotation simply by tapping a button

The Coach isn't just for joggers. You can purchase the optional $29 bicycle adapter and place the Coach onto your bike's handlebars. You can use it as a speedometer, cadence meter and a fitness monitor. The Coach measures 4¾'' long x 2½'' wide x 1¼'' thick, it uses 3 AAA cell batteries (included) and weighs 8½ ounces.

Exercise in your target zone. Order the Coach aerobic fitness monitor today.

Coach (7032C 3.00) **$199**
Bicycle Adapter (7033C 2.00) **29**

Fever Computer

Electronic fever thermometers are a recent trend. And true, there are other electronic fever thermometers. But in our judgment, the one we present is by far the very best. That's why we put our name on it.

You turn the thermometer on, place it under your tongue and wait. When it reaches the correct temperature, an audible alarm sounds and you remove the thermometer. The alarm is triggered by a miniature internal computer which measures the incremental rise in your temperature. When the computer senses that the temperature has reached its final level, the computer triggers the alarm.

Normal measurements are usually reached in a minute although the exact time depends on where it is used. It can be used under your armpit or as a rectal thermometer.

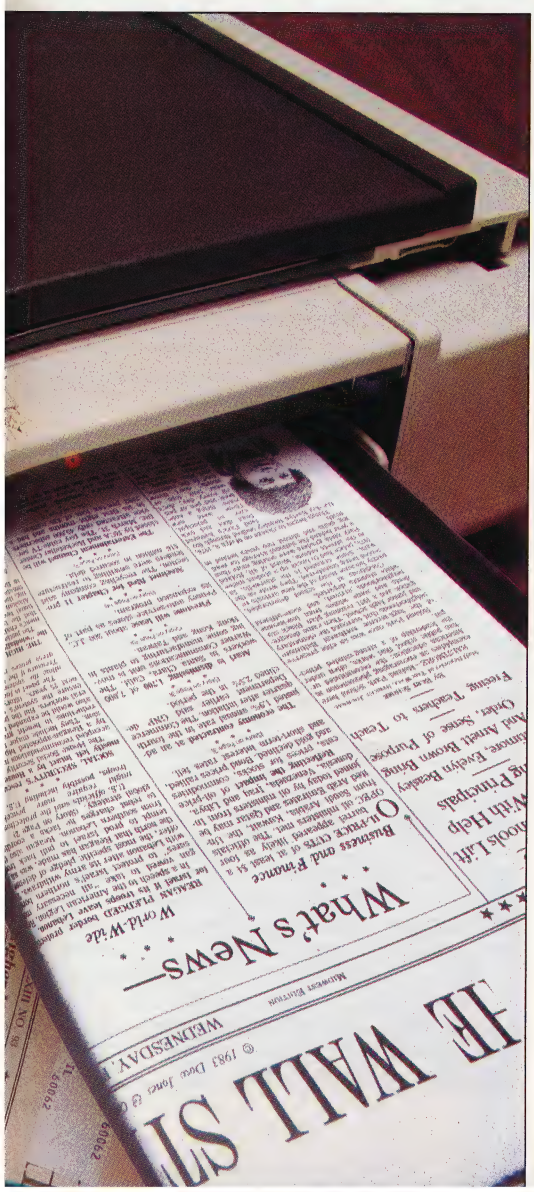
The readings are on a liquid crystal display in tenths of a degree. If the temperature goes over 107ºF a solid alarm sounds. Temperatures as low as 90ºF can be read. Readings below that temperature illuminate an indicator on the display.

The JS&A fever thermometer is manufactured by one of the finest medical electronic manufacturers in Japan. Its computer circuitry and accuracy are superior to many units because of its calibration. Instead of measuring a broad temperature range, the JS&A fever thermometer measures a narrow 90º to 107º range. This permits greater accuracy, especially compared to the general purpose electronic temperature-measuring devices.

The JS&A fever thermometer uses two silver oxide batteries which you receive with each unit along with instructions and a one year limited warranty. The case can be sterilized in alcohol, and protective sleeves are also available for hospital or clinical use. An order form for sleeves will accompany each unit or they are available at most drug stores.

If you want extremely accurate temperature readings and a very reliable medical monitoring device, we strongly recommend the JS&A fever thermometer. Order one today.

Thermometer (7070C 3.00) **$29**
50 Probe Covers (7071C 1.00) **5**



Personal Copier

We have the best value in town.

When the 3M people first dropped off their new desk top copier at our office, we were all pretty wary. We had tested low priced copiers before, but weren't impressed. That is, not until we tested the new 3M.

The new 3M copier makes copies that are better than the original. The whites are whiter and the blacks blacker. Sketches jump off the paper and even screened photos reproduce with hard-to-believe clarity.

The 3M copier is also fast. You can make six copies a minute copying anything from thick books to letters—from legal-sized documents to index cards. And it doesn't require any warm up time either. Just flip on its solid state circuitry and it's ready to go.

In the 3M system, carbon particles are pressure fused directly to the paper without heat. With plain paper copiers the carbon is first attracted to a hot shiny drum. This drum is the most vulnerable part of the system. By eliminating the drum, 3M eliminates both the maintenance and the warm up time. But there's one big drawback—the 3M doesn't use plain paper. 3M's drawback, however, turns into an advantage.

First, the paper feels almost like good quality bond. In fact, 3M calls it Parabond. It is brillantly white, you can write on it with pen or pencil and it doesn't have that greasy feel many special papers have. In fact, you have to look twice to even notice that this isn't conventional paper.

Secondly, the paper is very easy to use as it comes in a handy cartridge. When you run out of paper, simply slide out the empty cartridge and slide in a new one. There's no paper to jog, no quantity to measure, no jam-ups to untangle and you can go from letter size to legal size by simply exchanging the cartridges.

And finally, the 3M copier is comparable in performance to the Canon automatic feed plain paper copier, but it costs $500 less. This is the equivalent of 10,000 free copies when you buy the 3M.

3M has service centers all over the country. If a problem can't be solved with a call to their toll-free number, 3M will make a personal service call. And each 3M copier comes with a 90-day limited warranty.

If you're still skeptical, we can understand. We were too. That's why we ask you to try this copier for 30 days absolutely free. We'll even give you 150 sheets of paper as a gift just for trying it. After you have run all of your tests and have carefully checked the copy quality, the Parabond paper and the solid blacks and bright whites, then determine whether or not you want to keep it. If not, no problem. Just send it back for a prompt and courteous refund.

3M is challenging the plain paper copier with a product that we feel is a major advance. Order one at no obligation, today.

3M Copier (0050C 20.00) **$795**
Combo Pack (0051C 8.00) **39**
(Toner and 750 sheets of 8½'' x 11'' paper)
Legal Pack (0052C 8.00) **49**
(750 sheets of 8½'' x 14'' paper)

Super Value

Here's the secret about a typewriter that may surprise you.

Psst. Wanna buy a great typewriter? We've got one cheap. But before you leap for your telephone, here's a little secret not too many people know.

The Silver Reed EX-42 electronic typewriter is not your average typewriter. For $295 you actually get more than you pay for.

Inside the typewriter is a circuit board that contains the first of the integrated circuits and microprocessors required to expand the unit into a full-fledged, letter-quality computer printer. Simply by plugging in a very powerful computer circuit board module, you can expand the Silver Reed into a printer or even a portable computer terminal.

You just can't take an electronic typewriter and expand it into a printer by adding the computer logic. A printer gets an enormous amount of use and requires a heavy-duty motor for the printing mechanism and the daisy wheel. Unfortunately some typewriter companies have tried to convert their units to printers but their typewriters just don't last.

The EX-42 already has a heavy-duty servo-controlled stepper motor in their units. Silver Reed was planning for their printer expansion and were paying almost ten times more for their motors than they had to. So for the $295 you get a typewriter that is electronically more advanced and mechanically more powerful than it has to be.

What does this mean for you? Simple. If you want to buy an electronic typewriter built better than practically any other similar unit on the market without paying extra for it, the Silver Reed at $295 is a steal.

But later, if you do decide to turn it into a printer, you can easily do so with an expansion module available from JS&A for only $369. But let's describe the typewriter. The Silver Reed EX-42 has a daisy wheel printing element and carbon film ribbon that produces an incredibly crisp, clear impression. The unit is whisper quiet. It features a correcting key which can "remember" and lift off the last sixteen letters typed and the daisy wheels quickly pop in and out. A 10-pitch Prestige Pica wheel comes with each machine and other typefaces are also available in either 10 or 12 pitch.

Simply by adding the expansion module your EX-42 can do centering, decimal tabulation, auto indent, 15-pitch mode and it even has a "return zone" feature which automatically gives you a carriage return when you reach the end of a line and press a space bar or hyphen. We'll send you details on the expansion module when you order the typewriter.

If you're looking for the finest typewriter value available with features and expansion capabilities that will keep up with the latest technology, we urge you to order a Silver Reed EX-42 at no obligation today.

Silver Reed (6066C 5.00) **$295**

Radio Lantern

Perfect for emergencies and great for sunny days too.

Emergencies don't happen very often. So it's a shame to save this neat portable emergency radio lantern just for those rare occasions when the power is out or the weather threatens.

This seven-way emergency radio is a durable 3-band model that has AM/FM and an instant weather band. You can use the flashlight separately or along with the radio and it has a bright, well-defined light. There's also a yellow warning light in addition to the main beam. The unit has a built-in digital quartz clock, a siren that will scream at the touch of a button and a shoulder strap that you can quicky slip into place to make the whole system easy for you to carry.

Use it in the yard, while camping or at the lake. And in an emergency there's no better companion. It uses a powerful and long-lasting six-volt cell, is weather resistant and made of high impact plastic. The system measures only 9½" high x 6" wide x 4" deep and the weight is 2 pounds 12 ounces.

Order one today. You'll be prepared for emergencies and enjoyable times too.

Emergency Radio (9005C 4.00) **$69**

FlashCard

The credit card-size calculator has just gotten thinner.

Technology has taken another leap in calculators. Now you can own a powerful little computer so thin it fits in your wallet and so flexible you can even sit on it.

The breakthrough in technology is the result of solar power (batteries are eliminated), a membrane keyboard (there are no keys) and some clever microengineering (it's almost as thin as a credit card).

The Canon comes in two styles—basic grey and the deluxe gold model shown below. The gold model also includes a vinyl case. Order one as a gift and one for your own wallet.

Gold FlashCard (6008C 3.00) **$19**
Grey FlashCard (6009C 3.00) **14**

Flashlight With Ears

Why would a flashlight need ears?

The answer, of course, is that flashlights don't need ears. But some clever engineers came up with an idea. They put a highly sensitive and directional microphone inside an acoustic chamber (which just happens to look like a flashlight), made it completely portable and attached a great pair of headphones. What did they end up with? The Bionic Ear—a device that helps you hear distant sound like it was right next door.

The Bionic Ear is a very useful product. If you're a hunter searching out game, a farmer trying to find pests in your fields or a policeman doing surveillance, the Bionic Ear can really help. Please, however, don't use the Bionic Ear to snoop. First, it's illegal, and second, if you use it on busy streets or where there's a lot of background noise, it won't work very well.

The Bionic Ear comes complete with 9-volt battery, headphones, volume control and there's also a hand-held parabolic dish available which improves the unit's directional accuracy. You'll be able to locate noises faster with less background interference. Why not order your Bionic Ear, today?

Bionic Ear (4030C 4.00) **$99**
Parabolic Dish (4031C 3.00) **35**

Orient's Wish

Here's a watch that tells more than just time.

You can tell a person with good taste by a few small clues. Their jewelry, their clothes and very often their watch. And an elegant gold watch says something really special about a person.

These slender men's and women's timepieces from the Orient Watch Company are so tastefully designed and impeccably crafted that we had to include them in our collection. Normally we only offer digital watches, but in our opinion the technology, the circuit integration and the electronics more than qualify these beautiful watches for our publication.

They feature four micron 14K gold plate on both the case and integrated bracelet. The accuracy is guaranteed to be plus or minus 15 seconds per month, and each watch will run two to three years on batteries which can be changed by any jeweler.

You may not have heard of Orient before. Until recently, their watches were only sold in the US under different brand names—well known names with outstanding reputations. Now Orient has set up facilities in this country and we're certain that the reputation they have earned through other American brands will quickly spread under their own name.

If your watch should ever need service, you can send it to Orient's US repair center, however most jewelers who repair a Seiko watch can also repair the Orient. If you're looking for an outstanding timepiece, we urge you to order an Orient watch, today.

Men's Watch (2065C 4.00) **$169**
Ladies' Watch (2066C 4.00) **159**

Regain Control

Here are some time management tricks on how to regain control of your phone.

The most disruptive business tool we have is the telephone. We spend an enormous amount of time using it and most of it is wasted. Here's one reason.

Studies by AT&T have shown that 72 percent of all outgoing or incoming calls are not completed because of "telephone tag." You call someone and leave word. They call you back and you're out to lunch. You return their call and they're in a meeting. They call you back and you're on the phone. And it's more than just frustrating.

When researchers figured out the cost of telephone tag, it even amazed them. If you've missed making a long distance connection with someone four times per week at an average cost of $2.00 a miss, that's over $400 per year. And most of us miss more than four calls a week. But the cost of telephone tag is only the tip of the iceberg.

TELEPHONE INTERRUPTIONS

How many times have you been interrupted with a phone call while working on a report or talking on another call? Even though you can't add up the real costs of the telephone related interruptions, they are indeed costly and extremely frustrating.

And finally, what about those lost messages that never get to your desk? Yes, telephone tag, telephone interruptions and lost messages can play a major role in wasted profits and corporate frustration. There is, however, a way to fight back.

There is a new system that is so effective in solving the problems we've just described that it could pay for itself in just a few months. It's called the Amtel Messenger Executive Series and what this system does is so revolutionary that we predict most executives will eventually own one.

WONDERFUL FEATURES

Let's say you're on the phone and someone else calls you at the same time. Your secretary enters the name of the caller into a small keyboard unit on her desk called the Master, "Mr. Chase from New York, Line 1." She then presses the send button which flashes that message onto your unit's display while making a very soft audible beep to attract your attention.

Now you've got a choice. You can either tell your secretary to hold the call, take a message or you can tell her to tell the second caller that you'll call right back—simply by pressing two buttons.

You haven't interrupted your phone conversation; you've communicated your wishes to your secretary; and you, not your secretary, determine the priority status of each new call.

If all the Amtel Messenger phone organizer did was provide the feature we've described above, it would be worth its price. Remember, just four phone calls missed a week costs over $400 a year. (And this doesn't include your time.) But there are more features.

The unit has a memory. If your secretary or anybody else who has a unit is trying to reach you and you're away from your desk, that person can leave a message in your unit. When you return, simply tapping a button will recall up to 13 messages.

MORE MESSAGES

You can also store frequently used messages in the unit's memory. Simply by tapping one key you can quickly roll through the options to the one you want. For example, "Coffee please," or "Please see me right now," or "Please call my broker." You can store as many as 20 phrases which are entered by your secretary in her Master unit and called up by the Executive unit for your instant dispatch.

If you place the Executive units on all of your executives' desks, the convenience multiplies throughout your organization. You can then send memos to a particular person or to everybody at the same time. If somebody is away from their desk, when they return they will have all of their messages waiting for them.

Each Executive unit can also be programmed by the Master unit with a series of status messages such as "I'm out to lunch, I'm in the accounting department," or "I'll be back at 2 P.M." So when somebody tries to reach you, they'll automatically know where you are or when you'll return.

SIMPLE TO USE

The Amtel system is simple to install because you just plug it in, and it's just as simple to program and use. To enter a message on the Master unit, you simply type the message out on the 32-character display. The display scrolls to the left so your messages can be as long as 96 characters. Then you press the send key.

And you don't even have to be at your console to send a message. Just enter the message and a future time that you want the message sent, and your unit will automatically dispatch it at the specified time and date.

The really innovative breakthrough is how the Amtel engineers ingeniously used existing AC wiring to transmit digital information from one unit to another. There's no costly computer installation, no wires to string or phone company installation required.

Why not order a few units to test in your office under your own telephone conditions? When you receive them, simply plug them in and put them to work. The Executive unit measures 5" x 5½" x 10½." The Master unit measures only 9" x 9" x 10."

USE THEM NOW

Then use them for 30 days. See how much more convenient it is to communicate with your secretary. See how much less frustration you have from interruptions, and count how many calls you've saved by avoiding telephone tag. If the Amtel system doesn't make a noticeable and cost-saving addition to your organization, return it within 30 days for a prompt and courteous refund.

But if it works, order more for the rest of your staff. You'll never experience the savings or peace of mind until you at least try a system. The telephone can be controlled. Take action and order a system today.

Master (1026C 5.00) **$449**
Executive (1027C 5.00) **295**

The Computer Chair

A space-age solution to a computer problem.

Have a seat. What we are about to describe may come as a surprise.

You're probably thinking, "Okay, here comes the pitch." But wait. We want you to realize just two things before we make our pitch. First, next to your bed your body spends more time on your office chair than anywhere else. Secondly, a study by the federal government discovered that better office furniture can actually improve your productivity by as much as 20%. Now for our pitch.

OUR PITCH

If indeed a chair is used so often and if indeed the proper chair can improve productivity, it seems logical that there's a need for such a chair—especially in today's computer-seated society. But many companies have been slow to absorb the computer, let alone the proper seating. Not so in Europe.

A German manufacturer of seating systems has spent years perfecting their seating designs which we call "The Computer Chair." The end result is a chair which is vastly superior to traditional office chairs and is a seating system which we recommend to anyone who works at a desk or sits in front of a computer.

The Computer Chair is a great deal more than an attractive and modernistic chair. Virtually every element has been designed to provide support and comfort.

LEGAL CASTERS

The Computer Chair has special casters that are required by law in most of Europe, however, not in the US. The casters have an integral braking system which prevent the chair from sliding out from under you if your full weight isn't on it. However, they roll smoothly, are hooded and require no oil.

The pedestal is a five-leg star design proven to be one of the most stable. With an old-fashioned four-leg design, if you roll over a cord or pencil, the chair may become unbalanced and tip. Also, the pedestal is so strong it can safely withstand over 1,700 pounds of impact pressure because of a reinforced "U" frame design.

Like any good desk chair, the Computer Chair can be raised and lowered. However, unlike many chairs, it adjusts at the touch of a lever to raise or lower the seat from 16 inches to 22 inches—all thanks to its pneumatic cylinder system.

CRACKED SEATS

When you look underneath the seat you'll see a cracked wooden base. No, it's not defective—it's supposed to be cracked. To properly mold the wood to the contour of your thighs, the outside layers of contoured laminated wood are stressed to the point at which they crack. In fact, this cracking is actually a sign of good design and materials.

The padding on the seat is thick enough to provide solid support. The seat and back use a smooth-faced Dralon® Scotch-Guard® brown fabric which is cool in summer and warm in winter. It has an extra-large waterfall-type seat front which minimizes any pressure placed on your thighs.

The backrest pneumatically tilts forward and back with a lever and provides outstanding lumbar (lower back) and shoulder support. In fact, a slight bulge at the bottom was specially contoured to give added support to your lower back.

When you type or write at a desk, you lean forward. Most chairs give no support in this position. With the Computer Chair, however, the backrest moves forward and beyond the straight vertical position providing support to reduce stress and fatigue. The backrest adjusts far back for reading, telephone work or meetings. The back height also adjusts up and down with a hand knob to fit your back's contour exactly.

TWO MODELS

The Computer Chair comes in two different styles—a secretarial chair and a manager's model which includes arms and a higher back. The secretarial model measures 17 x 18 x 36" and the manager's model measures 17 x 21½ x 43." They weigh a hefty 24 and 35 pounds respectively.

The Computer Chairs are expensive. Very often the very best costs more. However, these chairs are also an outstanding value. Other well-known manufacturers make similar chairs costing more yet do not have all the features of the Computer Chair. Also, the increased productivity and comfort that these chairs provide for your office staff or yourself can often mean savings that can more than justify your purchase within a short period of time.

But don't take our word for it. We've worked out a program with the importer to be able to place these chairs in your home or office for a 30-day trial. Use them with your computer. Lean back and talk on the phone. Lean forward and see how the Computer Chair supports your back in the forward postion. Feel the comfort of the contoured seat and see how easily the seat adjusts for a variety of different tasks.

After the trial, if you do not want to return the chairs, we'll understand. It's hard to give them up. But should you decide to return them—no problem. We'll refund your money in full. If indeed something as basic as a chair can make a difference in your productivity, health and comfort, then it's certainly worth a test. Order a few, at no obligation, today.

Manager's Chair (0080C 12.00) **$489**
Secretarial Chair (0081C 12.00) **349**

The Mini-Vac can clean camera lenses, audio equipment, computers or any dust-gathering device with its powerful suction.

Pocket Vac

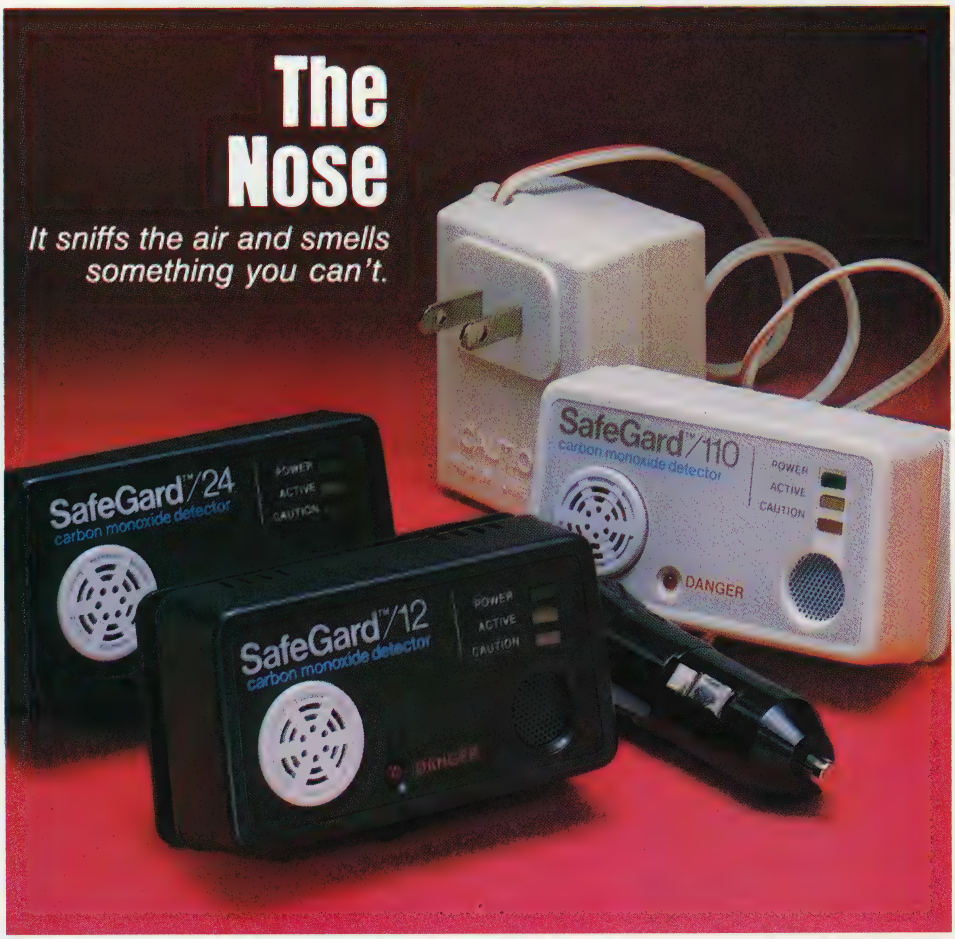
New micro high-tech vacuum cleaner perfect for tight spots.

Dirt is tough to get out of tight spots—particularly from expensive photo and electronic equipment. But with the new Mini-Vac, you'll be able to gently suck dust and lint out of everything regardless of size. A powerful micro motor sucks in lint from camera equipment, office machines, keyboards, video recorders, jewelry, tape decks, records, turntables, slide projectors, computers, microscopes, stereos and hundreds of other small and precise objects.

The Mini-Vac measures 5" long and has four different attachments for dusting and vacuuming in those hard to reach places. The brushes are made of special Canadian pony hair to protect delicate glass from abrasion. The Mini-Vac is completely portable and uses a 9-volt alkaline battery.

Keep your expensive equipment cleaner, in better working condition and avoid costly repair bills. Order a Mini-Vac, today.

Mini-Vac (9060C 3.00) **$29**



Thousands of Americans suffer from the affects of carbon monoxide poisoning and most don't even realize it. Headaches, crankiness and dizziness are the most common symptoms. But, it's not only the symptoms that should concern you. In greater concentrations carbon monoxide is a killer. Within minutes this odorless, colorless gas can take your life.

Faulty furnaces, space heaters, fireplaces and stoves as well as the exhaust from your car can emit this lethal gas. Yet, until now, no consumer product was available to warn you when carbon monoxide had reached high levels—not until SafeGard™.

There are three different SafeGard models. One for your home, another for your car and a third for private airplanes. The home model is small (1½" x 2" x 3") and plugs into any AC outlet. Place one in the kitchen, furnace room and in each bedroom. If concentrations of carbon monoxide reach 200 parts per million, a red caution light comes on. At a life-threatening 600 parts per million, you will be alerted by a flashing red light and an intermittent buzzer.

The car and airplane models plug into the cigarette lighter and mount to your dash. These detectors are the same size as the home model but have a 46" cord.

Guard yourself and your family from this silent assassin. Order your SafeGards, today.

Home SafeGard (7065C 3.00) **$59**
Auto SafeGard (7066C 3.00) **49**
Aircraft SafeGard (7067C 3.00) **89**

Light Time

A company that saves lives is now trying to save your property.

First Alert has a new product. Their famous smoke detectors have saved thousands of lives. Now, they are introducing their new automatic Light Control which they hope will save you money—all while giving your home a realistic lived-in look. The Light Control fits into your existing light switch box over your standard faceplate and is easily installed. You can program up to eight different on/off or dim commands and these different programs are as easy to set as a clock radio. If there's a power failure longer than three minutes, the switch will signal that it needs to be reset.

By just touching the front cover you can dim the lights or turn them on or off. You only open the cover when reprogramming the commands. The micro-touch dimmer works through the full range and the switch can handle a fixture with as many as five 100 watt light bulbs. Its gold and almond color blends nicely into any room and the switch measures 2" x 2¼" x 3½." Order the First Alert Light Control, today.

First Alert (9080C 3.00) **$24**

Energy Blower

It looks like a jet engine, makes less noise than a summer breeze and can save you a bundle.

Hot air rises. And when you're heating your home the warmest part of the house is always right next to the ceiling. This heat is wasted. In the summer, too, the coolest part of the house is close to the floor. If you circulated the air you'd get a better temperature distribution, savings on your heating and cooling bills could be dramatic and you'd feel more comfortable, too.

There are a lot of ceiling fans that will do a good job but most are large, expensive and look like antiques. The Stratojet is different. It is small, efficient and you hardly notice it's in the room. It quietly forces hot air down in the winter and lifts the heavy cool air off the floor in the summer. Your home will be less stuffy and odors will dissipate quicker.

The Stratojet uses the same amount of electricity as a 10-watt bulb and plugs into any wall outlet. It measures 6" x 7," has a 10' cord and works best in rooms with 8' ceilings and no more than 200 square feet of area. If your room is larger or your ceilings higher, you'll need the Deluxe Stratojet for best results. The fan housing is impact resistant and can be painted to blend neatly into any decor. Start saving energy, today. Order a Stratojet.

Stratojet (7075C 4.00) **$39**
Deluxe Stratojet (7076C 4.00) **59**

New Phone Censor

A new version of the popular Phone Censor.

When the phone rings, make sure it's a friend. The Phone Censor eliminates unwanted calls, gives you the convenience of a hold button and it chimes, too. The Phone Censor can stop your phone from ringing for 1 to 10 hours which is great for a good night's rest, a few private moments or a quiet dinner. Friends and relatives can always get through by entering a special confidential code which can be dialed from a push button or rotary dial phone. And there are four different chimes so that different tones can be given to different friends so you'll know who's calling or who the call is for even before you answer. But that's not all.

The Phone Censor converts the shrill telephone ring into pleasant electronic chimes. Flip a switch and the phone will chime 3 times at a normal volume and then the fourth is louder so you'll never miss an important call if you're not near a phone. In another mode, the phone chimes just once and then for each additional ring, a light flashes so it won't wake a baby or disturb someone's sleep. Or keep your phone silent for the first three rings and then let it chime on the fourth. This is perfect when your secretary can't pick up the phone, after three rings it will chime in your office.

The Phone Censor measures 1 x 3 x 9," has an 8-foot cord and can be mounted on a wall or left on a table. Only one unit is needed for every phone in your home and it installs in seconds. Make certain every phone call is a friend. Order one, today.

Phone Censor (1080C 4.00) **$49**

Easy Phone

The easy answer to the feature phone and a great value.

Not all telephones work the same. Some are very complicated, others are very simple.

But if we had to select the perfect telephone system for the home—one with just about every feature you really need, the Panasonic Easa-Phone would be our choice.

First, right on the surface of the phone, in plain sight, is a directory of 16 of your most frequently called numbers. Just press a button next to the name and the unit's built-in dialer automatically dials your number. Now here's the neat part.

While it is dialing, the handset remains on the base because there's a built-in speaker. You hear the dial tone, the call being dialed, the phone ringing and the other person picking it up before you lift the handset to your ear.

If the line is busy, the Easa-Phone will automatically hang up. But if you still want to get your call through, you simply press the auto-redial button. The phone then automatically redials the number every 40 seconds or up to 15 times during the next ten minutes—until an audible sound signals you. But don't worry. If you get a call between dialing sequences, the auto re-dialer shuts off.

Programming the memory is easy too. Just enter the number once and press the memory button. All 16 phone numbers can be entered in minutes and each memory channel can take 16 digits—enough for long distance calls. But if you use the MCI or Allnet long distance services, you can use one or more memory channels to dial your access code.

If your phone company only accepts rotary-dial or pulse-dialed calls, the Easa-Phone has a pulse dial mode letting you switch between pulse and tone when using the long distance services. And there's even a pause feature which listens for a dial tone and then feeds in your authorization code.

The telephone works off the phone company's power source. Even if you unplug the phone from the AC line or there's a power failure, you'll still retain your numbers in the memory thanks to three AA-cell batteries.

Its other features include ringer and speaker volume controls and a mute button which blocks your outgoing voice while still letting the other party's voice come through. This last feature is great for telling the kids to keep quiet while you're on the phone.

The Easa-Phone can be mounted on a wall (brackets are included) or looks handsome on any desk or counter. We think the Panasonic Easa-Phone has everything you really need in a telephone at an exceptionally reasonable price. Order one at no obligation, today.

Easa-Phone (1180C 5.00) **$129**

Hot Dog

Here's the easiest way to convert your phone into an automatic switchboard.

Auto dialers are everywhere. And, if you're like most Americans it's difficult to tell them apart. Nevertheless, the Moog Phone Controller is indeed different having a combination of features that not only makes it among the easiest to use, but also provides some of the most desired features. First, the basics.

The Moog is tone and pulse switchable so if your phone system doesn't have tone service, you'll be prepared when it does. The unit has a visual 30-number dialing index. Want to dial a number, just press one of the indexes and without even picking up the receiver, you can hear the call being pulse or tone dialed and the other party answering. Then you pick up the receiver.

Programming your phone numbers into the 16-digit capacity memory channels is as easy as dialing the numbers and pressing the store button. You can write down each number on the membrane keypad so keeping track of them is a snap. But there's much more. The unit has a security feature which blocks others from using the auto-dial feature. An auto-redial mode will automatically redial a busy number once each minute until the other party answers or up to 14 minutes. The built-in speaker lets others in the room hear both sides of a conversation and a timer displays the length of each call to remind you of the time on the phone—perfect for billing purposes. The display shows the number you're dialing and the time is displayed when you're not using the phone.

The unit has a hold button, a battery backup for the memory (9-volt battery not included), and an AC power supply which plugs into any wall outlet.

But the most exciting aspect of this new product is its price. The Moog costs only $79—well below its cost when it was first introduced. Automate any phone in your home with this powerful new product. Order a Moog Phone Controller, today.

Phone Controller (1072C 5.00) **$79**

Telephone Watchdog

Use your telephone to protect your home against burglary, fire or temperature extremes.

The Sensaphone™ is a new computerized security system using voice-synthesis technology to protect your property while you are away. Here's how it works.

The Sensaphone is plugged into your telephone line and responds to three changes in the environment: high and low temperature, power, and sound.

If the temperature drops below a certain point, the power goes off or if there is a loud sustained sound (such as during a burglary), the unit automatically dials 4 pre-programmed phone numbers to alert neighbors, friends or you that there is a problem.

If, for example, the temperature drops too low, the unit alerts your neighbor who can call a heating repair service and get the heat restored before any damage occurs. Or, if you're away, you can respond by calling the local police to check on a break-in or a power outage. But what about a fire?

The Sensaphone also has three other accessory ports into which you can plug a smoke detector, a water level switch, remote sensing device or any on/off contact.

The unit is also a passive information system, too. You can call it and its voice will read off the time, temperature, power, sound status, plus let you hear any sounds in the room for 15 seconds.

We particularly like the noise monitor. It will recognize any sound that lasts for 10 or more seconds that is 20 db's higher than the normal ambient noise level in the room. It therefore won't respond to weather-related or short-duration type sounds which normally trigger most sound-activated alarms.

We're always concerned about the quality of a security device. Remember, when it's really needed, you want it to work. The Sensaphone is manufactured by Gulf and Western to almost military specifications and we were quite impressed with their engineering and fail-safe approach to design.

Finally, the unit is very easy to install and program. Remember, you just plug it into the phone line and the phone into it and it's installed. Then the unit talks you through a series of programming steps using its built-in voice so you can quickly set it up. You decide what you want the lowest and highest temperature to be before it alerts you and what phone numbers you want the Sensaphone system to call in an emergency.

Once installed, the peace of mind it gives you is significant. You'll know if your power goes out, your refrigerator goes off, the furnace breaks or if a burglary is in progress —all through your telephone.

If you own a business, you can monitor your warehouse or office —even if you currently have a security system. If you have a second home, the Sensaphone is the least expensive, yet most efficient way to monitor your investment. And finally, if you travel or are often away, the Sensaphone can also help protect your home, too. And while at home, you can use the unit as an 8-number auto dialer. There's a battery backup (6 D-cells not included), measures 2 x 8 x 9," and weighs 2 pounds. 90-day limited warranty.

Sensaphone (1085C 4.00) **$199**
Water Level Sensor (1086C 1.00) **29**

There are other accessories available for the Sensaphone. JS&A will supply a listing with your purchase.

Pocket Yellow Pages

Let this card do all your dialing.

The hottest new fad in electronics is the automatic card dialer. Hold it up to a phone's mouthpiece, press a number and zap, out comes tones which dial your number.

But, the card dialers are either too bulky, have a small memory or are too expensive. The Calling Card has solved all that.

First, the Calling Card is as thin as most pocket calculators—only 3/8" thick. This encourages you to always have it with you. Secondly, it has a large memory. It will hold 120 numbers—70 eight-digit numbers and 50 thirty-digit numbers. This gives you plenty of room for long distance, local and the MCI or Allnet long distance services.

The memory channels are stackable so you can combine channels and they are easy to recall by pressing either a single or double number or letter.

The Calling Card is not expensive, especially when compared to the thicker, bulkier or costlier units. It measures only 2½ x 4¼," comes with a vinyl case, directory and a long lasting lithium battery.

If you're looking for an accurate, convenient and inexpensive way to store and dial your phone numbers fast—something to replace that little black book—the Calling Card is the ultimate electronic gadget. Order one, today.

Calling Card (1092C 4.00) **$79**

New Sony

Sony practically defies physics with a new cassette player.

The new Sony Walkman cassette player is as small as the plastic box that holds a standard-size cassette.

But, it's not only its size that will amaze you, but the new concept in earphone design that Sony introduces with its new Walkman.

Each earphone fits into your ear sideways with the speaker facing towards the front of your ear. The net result is an earphone that will not slide around on your head, sounds better than most earphones, feels comfortable and (here's the part we liked) lets you hear more of the sounds around you such as car horns, chirping birds or people talking.

Because you hear the world around you the new Sony is safer. And because the new Sony is so small it fits into your pocket, clips onto your belt (with its free belt holder) and makes carrying it even more carefree than any other unit you've ever used.

We feel that the new Sony Walkman is the most innovative cassette player we've ever seen and one whose size and earphone features make it the finest personal audio device on the market.

The new Sony measures ¾ x 2¾ x 4¼," uses one AA-cell battery (included) and the unit comes in a beautiful gift box complete with new earphones. Order one, today.

Walkman (5103C 4.00) **$99**

Wheels Of Time

American craftsmanship from a small Wisconsin dairy town.

They started in a hog barn in a small dairy town called Sun Prairie, Wisconsin. From these humble beginnings several highly-skilled woodworkers began making a limited number of very unique clocks. Today their reputation is worldwide and their new shop is quite modern. But they still carefully shape exotic woods into the precise gears and base that make up this beautiful timepiece. Whether shaping, sanding or finishing, these craftsmen really take pride in their work. The end result is a beautiful wooden sculpture so impressive it is even in the homes of the very famous.

The pins and pointers are all solid brass and the frame is made of oak. The gears, however, are made of unique Baltic Birch which is much harder than oak and is actually imported from Eastern Europe. The birch is laminated seven times to improve the strength and integrity of the gears.

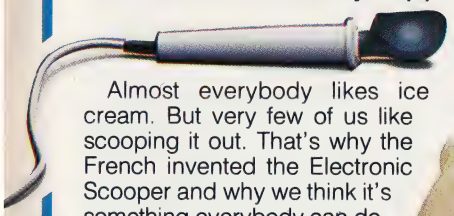
After each piece has been shaped and sanded to perfection, Danish Oil is hand-rubbed into the wood to highlight its natural luster. The entire clock is then protected with a durable and water-resistant polyurethane finish. The axles are made of smooth stainless steel and they ride in special Nylatron® bushings which have been impregnated with lubricating graphite to assure trouble-free service. It plugs into any outlet, measures 6 x 16½ x 18½" and weighs 11 pounds.

If you want to add a beautiful wooden sculpture to your home or office we can't recommend anything more impressive than an American hand-made limited-edition clock. This clock is shipped completely assembled in a thick wooden container. Order one for a gift or for yourself, today.

Timepiece (2001C 6.00) **$349**

Electronic Scooper

A super scooper from France that makes for easy dippin'.



Almost everybody likes ice cream. But very few of us like scooping it out. That's why the French invented the Electronic Scooper and why we think it's something everybody can do without. That's right, without.

The scooper is heated. Plug it in ten minutes before you want to serve the ice cream and you can effortlessly form a perfect ball every time, no matter how frozen the ice cream is. The scooper was used for the ice cream shown here (we cleaned it for the shot). Note that the ice cream is a little melted, because of the bright photo lights.

The 6¾" handle digs deep into cartons, the scooper is Teflon and has a 6' cord and it never gets too hot to touch.

But who needs it? Who would spend twenty-four bucks for something as unnecessary as the Electronic Scooper? And that's our point. It's so outrageous that it makes the perfect gift for almost anybody. First, because it's so new, nobody's heard of it yet. And, second because everybody likes ice cream. So buy one for a gift. You're really too smart to get one for yourself.

Scooper (9043C 3.00) **$24**

Burger Tunes

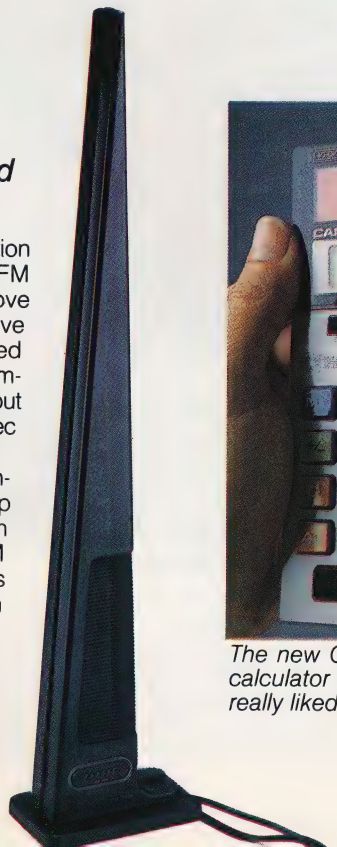
Sorry, the Electronic Burger is not made with good taste or spices.

JS&A introduces the Electronic Burger—a hamburger made out of electronic circuits and spiced with capacitors and resistors. The Electronic Burger tastes terrible. Instead of a sesame covered bun, it's hard Hong Kong plastic. Instead of delicious meat, there's a radio dial and a volume control. Yes, the Electronic Burger is actually an AM radio shaped like a hamburger with its speaker at the bottom of the bun. About the size of a quarter-pounder and weighing about the same, the Electronic Burger has a small strap so that you can carry it with you wherever you go. The Burger uses two AA-cell batteries (not included) that will last for hours. Take the Burger with you to work, pack it in your lunch pail or use it to decorate your desk as a conversation piece. Use it to listen to music, news or sports while on the go. And it makes a great gift for anybody who works at a Burger King, McDonalds or Wendy's restaurant. The era of the radio in a hamburger is here now. Don't miss out on a novel gift idea. Order the Electronic Burger, today.

Electronic Burger (5050C 3.00) . . . **$19**

Signal Grabber

An FM antenna as good as your stereo system.

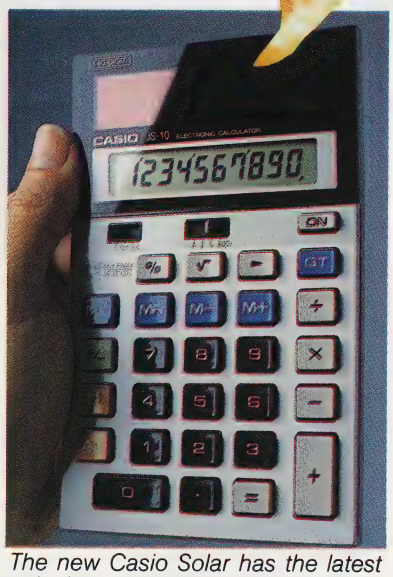


The design is Italian. The reception is heaven. The Parsec indoor FM antenna will dramatically improve your FM stereo reception. If you live in a fringe area, a congested downtown or simply want to improve your current reception without stringing antenna wires, the Parsec is your answer.

The Parsec isolates and increases radio signal strength by up to 24 decibels. It connects in seconds to your stereo's FM 75-ohm antenna outlet and there's a 72" AC line cord which you can connect to your receiver or wall outlet. It measures 2¼ x 3½ x 16¾," is made of solid black ABS plastic and it's designed to look good next to any stereo.

FM Antenna (5027C 4.00) . **$75**

CALL 800 323-6400



The new Casio Solar has the latest calculator technology but what we really liked was its correction mode.

Solar Star

Our choice for the best non-printing desk calculator.

It's the latest in solar technology for your desk or home. If owning a printing calculator is what you need, we strongly recommend the Casio Flat Top shown on page 25. But if you rarely use the tape, the Casio Solar is a great alternative. It is solar powered so it doesn't require batteries and has a ten digit display. There's a full-floating or fixed (2 and 4 place) decimal point. What we particularly like is its correction mode. You can delete the last digit of an incorrect entry instead of clearing the entire entry—well worth the price of the unit. It has percent, square root, memory and the display is large with commas to indicate thousands. A super value.

Casio Solar (6032C 3.00) **$29**

Thin Business

A microcassette recorder that jumps to your command.

Hold it in your hand. You'll be amazed. The Panasonic microcassette recorder is a mere ¾ x 2¼ x 4¾." And, with tape and batteries, it only weighs 7 ounces. But, the best is yet to come.

The Panasonic microcassette recorder is voice activated. You talk, and it records. You stop, and it stops, too. Place it on your desk and start to dictate. If you lose your train of thought, no problem. Simply think for a moment and begin again. The recorder will resume and you won't waste any tape. The on/off switching is silent so your recording will be free of annoying mechanical noise.

It has two speeds, long-play for voice and regular for music. The playback is approximately 30% faster than normal play and this is a new speed listening feature that lets you listen faster than you can record. The faster playback speed saves time and improves your comprehension. The cue and review functions as well as the digital tape counter help you to locate a section of a tape quickly. There's a built-in microphone, volume control and pause control. It uses two AA-cell batteries (included) or an optional AC adapter. Order the Panasonic recorder, today.

Recorder (5100C 3.00) **$129**
AC Adapter (5101C 1.00) **10**

Thick Business

A microcassette transcriber that responds to your needs.

If you own a microcassette recorder, it sure is nice to have your secretary transcribe your notes. Panasonic realized this and developed a microcassette transcriber that can be used for both transcription and dictation.

It's small, fits neatly on a desk and is no larger than a dictionary (3 x 7 x 9"). A two-speed tape selector lets you choose between long play for voice and normal for music. The playback speed and tone can be adjusted for different typing speeds. A pause button is great for interruptions while transcribing, and the cue and review functions let you hear the recording while you fast forward or review, making it easy to locate sections of a tape.

There's a foot control, lightweight headset, an external microphone jack, and a built-in microphone. It has a 7' AC power cord, tape counter, and volume control. The Panasonic transcriber makes the perfect compliment to the Panasonic recorder. Order one, today.

Transcriber (5110C 5.00) **$199**

CALL TOLL FREE

Color Touch

Is its beauty just skin deep?

Can a pretty telephone also be functional and technologically advanced? We think the Danes have done just that.

When you order a phone in Denmark from the Danish equivalent of the Bell System, what you receive is this elegant Danmark phone. And, like the Bell System phones, it is designed to take abuse. In fact, the phone's minimum projected lifetime is 30 years and many of Bell's tough technical criteria are actually exceeded by its unique mechanical design. But, that's not all.

The Danmark phones have great acoustic design. It has a clarity and fidelity that most phones don't have. The phone has been tested and approved by AT&T, has a 14 foot cord and a four-position ringer providing four different electronic tones. Its true-tone dialing lets you take advantage of today's long distance services like MCI or Allnet. However, the phone only works on Touch-Tone™ lines.

Order one and see why the Danmark phone is becoming Europe's favorite telephone instrument.

Black Danmark (1004C 4.00 . . . . . **$119**
Red Danmark (1005C 4.00) **119**
Brown Danmark (1006C 4.00) **119**
White Danmark (1007C 4.00) **119**

The phones come in four decorator colors.

Cordless Winners

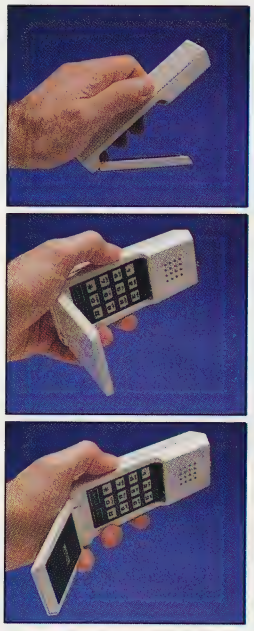
Here are our choices of the best cordless telephones.

There's a revolution in cordless telephones. And the new generation is so advanced we really wonder if they can get any better.

JS&A searches out major cordless telephones, reviews them, tests them and then picks the best ones to present in our publication. Our choices for this issue are three units that also happen to be great values.

THE MURA 800

Most cordless telephones have a base unit that plugs into the phone line and transmits a signal to a cordless phone. Mura, however, went three steps further. First, they turned the base unit into a telephone. That gives you two phones—one at the base and one a cordless remote handset that you carry with you.



Secondly, they added a 32-number auto dialer. You can now store all your frequently dialed numbers, including those emergency numbers, right in the unit's memory and recall them from the base unit or the remote phone.

And finally, they use the latest in voice synthesis technology to help you program the auto dialer. The voice guides you through the dialing sequence and confirms the correct steps and points out any errors.

Mura also expanded the range of its unit. You can transmit up to 1000 feet—farther than the majority of the units currently available.

But don't worry about interfering with other cordless phones. A special user-selectable four-digit code can be programmed into both the base unit and the handset to assure your privacy. You set one of the thousand different codes once and forget about it. The Mura will operate with up to five remote handsets. With its built-in intercom system each handset can be paged at once. And even while you're talking over the intercom, you can receive an incoming call. The Mura 800 is perfect for calling the new long distance services such as Allnet or MCI, since it operates in a true tone mode. But if your local phone company only accepts rotary dialing, the Mura can be switched to its rotary dial mode, too. The phone is made of ABS plastic—the same stuff used in the quality phones from your telephone company.

When you purchase the system you get the base unit with the built-in telephone, the remote telephone, rechargeable batteries plus a separate recharger. There's a 90-day limited warranty. If you want the best, we urge you to order a Mura, today.

Mura 800 (1021C 5.00) **$199**
Extra Remote Handset (1022C 2.00) . . **129**

UNIDEN 4000

The second unit we've selected sold earlier this year for $179 and is probably one of our best values. This Uniden Extend-A-Phone has a speakerphone in the base so you can carry on a hands-free conversation at the base unit without using the handset.

The unit has a high and low volume control, last number redial, 700-foot range, push-button pulse dialing and paging between the base unit and the handset.

Uniden 4000 (1011C 4.00) **$129**

UNIDEN POCKET HANDS-FREE

The hands-free cordless is unique for three reasons. First, the cordless handset is so small that it fits into your pocket. But, flip open the lid and you've got a full-size phone.

Secondly, the unit has an optional headset

(not pictured) which makes the system hands-free. You just plug the headset into the unit, slip it into your pocket and carry on a cordless hands-free conversation up to 700 feet away from your base unit.

Finally there are its features. It has an auto redial button for busy numbers, push-button pulse dialing and a security code that reduces the chance of anybody monitoring your line. An "Auto Secure" feature prevents anyone from using your line when the handset is resting on the base. And by touching a bar on the base, you can beep the remote handset making it perfect for paging. We think its size and convenience make it a handy device.

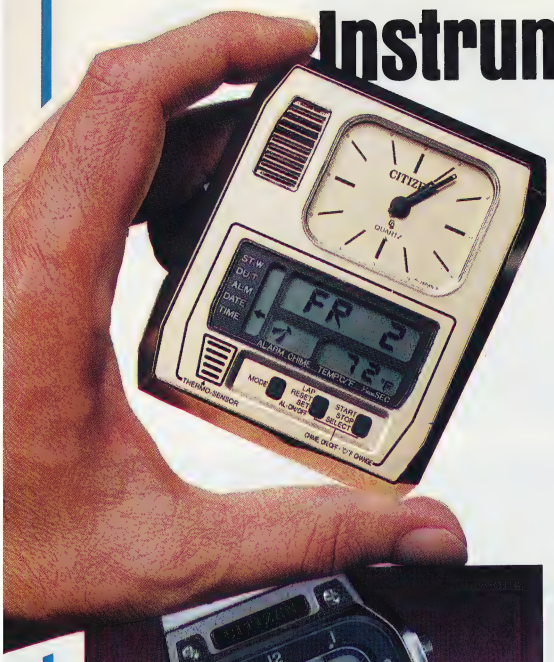
Uniden Pocket (1170C 4.00) **$149**
Headset (1171C 4.00) **29**

We've tried to remove a little bit of the confusion about cordless telephones by testing and selecting what we feel represent the most technologically advanced units and the best values at various price levels.

We back our choices with our satisfaction guaranteed 30-day trial period giving you a hands-on experience with any one of these phones. Order one, today.

Instrument Approach

Very appealing watches for a pilot or frequent traveler.



If you love gadgets, we have the perfect watch—one that will draw compliments from the first day you wear it.

The Citizen TempSensor not only tells you the time but tells you the temperature, too. It reads between 14º and 140º in either Fahrenheit or Celsius and is insulated from body heat to provide a 3º accuracy. The stopwatch has 1/1000 of a second increments and there is a dual time display—one digital and the other analog—so you can enter two different time zones. There is an automatic day/date calendar, hourly chime and 24-hour alarm, too. it is accurate to plus or minus ten seconds per month and is available in stainless steel or in 7 micron gold plate. The crystal is hard mineral glass, the case is stainless steel and it comes with battery and in a nice gift box.

TempSensor Stainless (2006C 4.00) . **$139**
TempSensor Gold (2007C 4.00) **189**

The Citizen Digi-Ana is like a pilot's instrument panel. It can keep track of time 10 different ways. There are digital and analog time displays for different time zones with plus or minus 15 seconds a month accuracy, and the day and date calendar is programmed to the year 2015. There are two different timing functions—a stopwatch with a lap button and 1/100 second increments plus a 24-hour countdown timer. Split second times are on the upper two liquid crystal displays. The watch has hourly chime and alarm, is only 8mm thick and comes in either stainless steel or 10 micron gold plate.

Digi-Ana Stainless (2003C 4.00) **$119**
Digi-Ana Gold (2004C 4.00) **169**

The ThermoSensor looks like a giant digital watch—but makes a great travel or desk alarm. There are individual analog and digital clocks accurate to plus or minus 15 seconds per month, a digital readout of the temperature in either Celsius or Fahrenheit and a 24-hour alarm. The clock can chime on the hour, there's a day and date calendar and a stopwatch, too. It measures ½ x 3 x 3," comes in a bronze finish and a single AAA-cell battery is included.

ThermoSensor (2005C 4.00) **$49**

These timepieces are thoughtful gifts that will be appreciated by anyone who likes fine craftsmanship. Order one, today.

Computer Caddie

The golf computer is now on sale.

If you don't own an Eagle Scoremaster yet, consider yourself lucky. Because the Scoremaster is now on sale for $69—almost half its original price.

When the Scoremaster was introduced last year, its cost was well over $100 and even at that price it was a terrific value. After all, the Scoremaster makes your golf game a lot easier to score. It handles a complete foursome keeping track of everyone's gross and net scores and can record virtually any game you play including "Nassau" and "Best Ball." In fact, the liquid crystal display can show a total of 31 different functions. Corrections can be made to the five most recent holes, and the Scoremaster's memory maintains stroke-hole information even while the power is off. The Scoremaster makes a great gift for pro golfers and duffers alike. The weatherproof Scoremaster comes complete with a carrying case, measures 1¾ x 5 x 5" and requires four AA-cell batteries (optional). Order an Eagle Scoremaster as a gift for a friend or for yourself. At this new low price, it's a steal.

Eagle (6033C 4.00) **$69**

Halogen Sunspots

A bright outlook for some new powerful lights from Eveready.

Flashlights are handy. But their brightness is limited by their size. Eveready has changed all that. They've developed a new brighter flashlight with a halogen bulb. These Eveready Halogens shine twice as bright as conventional lanterns and the light can be seen as far as 12 miles away. The bulb, imported from Belgium, is long-lasting and actually gets brighter as it grows older (a characteristic of halogen bulbs). There are two different models. The first is the Emergency Lantern which has a main beam and a red flasher. It comes complete with a super heavy-duty lantern battery, has a 4" lens which rotates vertically 125 degrees and measures 5 x 8½ x 9¾." The Camping Lantern is the second model. It is waterproof, has a 3" lens, comes with a super heavy-duty lantern battery and measures 4½ x 4¾ x 8½."

If you want the ultimate in brightness with the minimum in size, give the Eveready a trial.

Emergency Lantern (9068C 4.00) **$39**
Camping Lantern (9069C 3.00) **19**

Last Minute

Our product manager made one last ditch attempt to squeeze in a few more.

When you're putting together a magazine, there are always a few last minute products that arrive just in time to make the issue.

The first is a standard on/off wall switch to control your outside lights, but with a new twist. In the down position the switch makes your outdoor lights blink rapidly. This is perfect for alerting your neighbors of an emergency or a good way for visitors to locate your house.

The Flasher fits into any standard electrical box, it connects as quickly as any replacement wall switch and has three different positions. Up is "on" like any regular switch, the middle is "off" and waiting at the bottom where it is the easiest to flip with a quick slap of the hand is the emergency flasher. The switch can only be used with incandescent bulbs, it's UL listed and has a 300 watt limit.

Flasher (9103C 3.00) **$22**

The second product is an ion generator for your car. You plug it into your car's cigarette lighter and the powerful device will emit negative ions. Cars create positive ion environments which combined with normal road pollution can cause fatigue. The car ion generator creates a negative ion environment while also helping to reduce and eliminate much of the pollution. A self-adhesive holds the unit on top of or underneath your dash. A really nice car accessory. It weighs 4½ ounces, measures 2" in diameter is 2¼" high and has a 24" cord.

Car Ion Generator (7086C 4.00) **$49**

The third product was originally included simply to add color to the photograph. It's called the "ScrewTriver" and has a three-sided blade. This is ideal for removing and tightening screws in those difficult to reach places. Also, for stubborn screws you have greater leverage when you use a ScrewTriver at an angle. They come in a set of three—1/4," 5/16" and 3/8" blades—the shafts are hardened chrome molybdenum and the handles are impact resistant insulated plastic.

ScrewTriver Set (9051C 3.00) **$13**

Even though they're last minute, they sure beat white space. Order one or all of them at no obligation, today.

Phone Alarm

Rock around the clock and talk on the phone, too.

What a space saver. The Phone Alarm is a clock radio with a built-in telephone that fits nicely on your nightstand, dresser or anywhere else in your bedroom or kitchen.

Phone Alarm's phone is made of ABS plastic and has a soft-touch keypad in the handset. Its electronic ringer has three positions—"loud," "soft" and "off," and when the ringer is off a red LED on the handset flashes if there is an incoming call. There's also a mute button and a last number redial. The phone is a pulse dialer which works with either Touch-Tone® or rotary service and the plugs are modular for quick phone line connection.

The fluorescent digital clock has large numbers and you can adjust the brightness. You can wake up to either the AM/FM radio or a "chirp" alarm and there's also a "snooze" button. The alarm's "auto off" will reset for the next morning when you turn it off. There's a 9-V battery back up (battery not included) for the clock and alarm in case of a power failure. The unit measures 4¼ x 8¼ x 11½," uses AC current and is UL and FCC approved. Or, we also offer the cordless Cobra clock radio phone with imitation wood grain finish for only $139. (It was $179 and is now a real bargain.) Order one, today.

Phone Alarm (1191C 5.00) **$69**

Cobra Cordless (1095C 5.00) **139**

Answering Bombshell

The telephone answering unit just took a quantum leap. Introducing our choice for the finest system.

At first we yawned. We've seen just about every telephone answering unit made. But, what we quickly discovered about the Anova phone answerer made us realize that this exciting new product will change an industry. Here's why.

The Anova combines every desired electronic telephone feature with every desired answering feature and puts them together with beauty and class. True it's not cheap. But compare the total number of features and only then will you realize its great value.

Let's start with the built-in telephone. It has a sixteen-number dialer capable of both pulse and tone dialing. It features one of the best built-in hands-free speakerphones with excellent voice quality that reduces the echo effect common to other units. And its display shows you the number you dialed and the length of your call in minutes and seconds. There is also a hold button that blocks your voice, but lets you hear the other party.

We particularly liked the hands-free speakerphone. It is one of the few full duplex systems which means that both parties can talk at the same time without the annoying voice clipping found in other units. And then there's the shape and feel of the phone—a sculptured piece of art that sounds as good as it looks and feels. If we're a little too enthusiastic, we plead guilty. The Anova is an incredible telephone—but wait.

The Anova is also a telephone answering unit that will not only work at home but in your office. The mini cassette system holds up to seven different outgoing messages. At the office you can record a message for use during lunch, while in a meeting or away on a trip. At home, you can record one message for when you're walking the dog and one for when you're out for the evening. One message can announce that your tape is full.

The unit uses controlled VOX which means that a caller can leave a message from 30 seconds to a controlled limit of 3 minutes or as long as you want. And the heavy-duty tape transport system is so well designed that its recordings sound great, and the system will accept up to 30 minutes of messages per side without having to change your tape.

You can retrieve your calls with a remote pager from any telephone in the world. That's no big deal. But with the Anova, if there are no messages waiting for you, your unit will alert you to hang up and thus save you the cost of a call and possibly long distance charges. And if your unit answers, it will remotely playback all of your messages, skip, repeat or even erase them—all using the remote pager.

At home the time and date of each call received by your answerer is recorded and displayed on the screen as you replay your messages. This saves time because you never have to ask the caller to leave the time or date. You won't realize how nice this feature is until you use it. You can also record conversations, and your unit can automatically redial busy numbers at intervals until you reach your party.

We enthusiastically feel that this telephone and answering system is the most advanced and yet the greatest value of any unit we've examined. But there's even more. The Anova can be attached to a security system console that can turn lights on and off and sense intrusion or fire—and then dial out for emergencies. We'll send you more details of this expansion capability—but the point is simply this. The Anova phone answerer is only one building block of an exciting phone communications and security system that is years ahead of anything we've ever seen. And the Anova is the only answerer presented in this issue—our strong endorsement of its outstanding value.

With its incredible array of features, the Anova also makes sense for your office as well as your home. A phone answerer on your desk lets you retrieve messages without disturbing anybody and the unit will work on all Centrex or Horizon lines and most office communication systems. And Anova's beauty with its sculptured design will look good on your desk. Anova is a subsidiary of a top 500 US public corporation and this system is an important new product for them.

Add up the many phone and telephone answering features, price them all and you'll see that they total well over $600. You get value, style and an awful good piece of equipment—all for a very reasonable price. But you'll never appreciate our enthusiasm until you personally use it in your home or office. We'll give you that opportunity to find out.

Order one from JS&A. When you receive it, see how convenient it is to have all the telephone features you'll ever need in a single instrument. Use the telephone answering unit and see how you can easily retrieve messages with the thin pocket pager. See how the visual display prompts you through the auto dialer's programming steps; how convenient it is to have the time and date of each message on your answering unit when you arrive home; how the hands-free duplex speakerphone lets you converse hands-free in a normal voice without the on/off switching so common to other speakerphones.

Then decide. If it's not more than we've described, return it and we'll refund your full purchase price including our postage. But if you react like we did, you'll really be enthusiastic about the system. Then, later examine the information on the security module that plugs in together to form a complete communications system. We'll have complete information for you when you receive your unit.

Turn your telephone into a phone answering command station with the Anova—a product that is truly an answering bombshell. Order one at no obligation, today.

Anova (1160C 5.00) **$399**

The Anova can be expanded into a complete communications center and security system.

The complete Anova system.

Sound Sliver

Play the London Philharmonic, the Beatles and Frank Sinatra all from a package of gum.

We've looked for and discovered the smallest new FM personal stereo. It's the Aiwa—about the size of a package of gum and measures ½ x 1¼ x 3½." But, its size is a lot more than just a gimmick.

Because it's so small, the Aiwa is a true personal product—a stereo that can always be with you—in your pocket and ready to use. You can run or ride a bike with other stereos, but they bounce and the headphones don't always stay put. With the Aiwa, the cushioned earphones actually fit snugly into your ears (like a cotton wad or earplug), they won't slip out and there's no band to fit over your head. And because the receiver is so small and light, (only 2½ ounces with batteries) it's like having a pack of gum in your pocket.

It doesn't skimp on the high-fidelity, either. The reception and FM music is as good or better than any other quality personal stereo we've tried—regardless of size. All the controls are recessed to avoid accidently bumping them. There's a separate on/off and volume control and two AAA-cell batteries and earphones are included. Order the Aiwa, today. A great gift surprise.

Aiwa Personal Stereo (5112C 3.00) . . **$69**

Dynamic Chair

If this isn't the best, it sure comes close.

The Computer Chairs shown on page 51 are not for everybody. Despite their value, we felt there might be many people who would want most of the features of the Computer Chairs, but at a lower price.

So, we attended the National Office Equipment show in Chicago and examined practically every chair we could find. There were hundreds. We also read every trade publication and visited several office furniture dealers.

Our final choice indeed is a good one. Called the "Dynamic," this chair has all the features of the secretarial Computer Chair minus the pneumatically adjusted back support and the lumbar bulge at the bottom.

It has a five-leg design. Its height adjusts pneumatically, and it has a large and comfortable seat with a wide waterfall front. The back is low and swivels horizontally to adjust to your back so you really don't miss the lumbar support. The seat and back covering is an attractive tan tweed, the height adjusts from 17 to 22½" and the chair weighs 16 pounds and measures 18 x 19 x 34."

We feel our choice represents the best value of all the chairs we've examined. If you're looking for a great secretarial chair—one with good quality at a reasonable price, we can't recommend a better value. Order a Dynamic Chair, today.

Dynamic Chair (0075C 8.00) **$149**

A GREAT NEW INCENTIVE

Diet Computer

A clever way to keep right on your diet.

Losing weight is tough. And if you're like most people then you probably find it hard to push aside dessert. Well, we've got a surprise. You can lose weight and still have your cake, pie and ice cream with the new Fitness 3 Calorie Computer.

Fitness 3 does just two things. First it keeps track of the calories you eat. No big deal. But secondly, and the neat part, it tracks and remembers the calories you burn. You simply record on one register the day's total calories consumed, and on the other register the calories you actually burn. Fitness 3 then computes your net calorie gain or loss and then compares it to a preset net calorie goal.

If you're below your goal, go ahead and have a second piece of cake. But if you're above you're goal, the difference is carried forward to the next day—perfect for keeping a good calorie balance.

The Fitness 3 is actually a clever weight reduction program complete with a comprehensive booklet that slips into your pocket, purse or briefcase. The booklet has all of the information you need to stay on a good diet while the calculator keeps track of your calories and gives you an added incentive. The calories you burn in daily activities and exercise are all listed in the booklet along with the caloric value of the food you eat.

The Fitness 3 calculator comes with a long-life battery which lasts about 3 years, a soft vinyl wrap-around case, complete instructions, calorie charts and calorie tally sheets. The whole system is a little larger than a checkbook and measures approximately 6½" long by 3½" wide.

If you have trouble sticking to a diet or if you appreciate a neat weight loss gadget, order the Fitness 3 calculator, today.

Fitness 3 Calculator (7055C 4.00) **$29**

New Sony Watchman

Here's our choice for the best value and technology in the personal TV market.

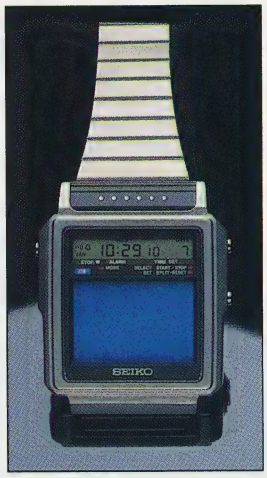
There are now four kinds of personal TV's. The expensive liquid crystal flat screen, the conventional picture tube TV's, large projection and now Sony's new Watchman TV—a combination of the best of all the technologies.

The Sony black & white Watchman uses a cathode-ray tube just like most TV's, but Sony miniaturized the tube and enlarged and projected the image onto a screen—similar to the popular projection TV's. But because the screen is only 2" across, there is a unique clarity and picture definition which actually rivals many full-size conventional sets. Its brightness and luminance can easily be seen at a football game, in a dark room or on the beach, and words and type are so sharp they can be read quite easily.

A large cobalt speaker provides the sound and the Watchman measures 1½ x 3 x 6¼," it weighs 18 ounces and is powered by 4 AA-cell batteries (not included) or an optional voltage adapter for US current or foreign current. It comes complete with a carrying case, strap and telescoping antenna. We did not want to use a simulated video picture in this photo because we felt that would be deceptive. But a personal hands-on demonstration will convince you of its quality. Unlike the Seiko TV watch, we can really be enthusiastic about this product. Order a Sony TV, today.

New Sony Watchman (5113C 4.00) **$199**
One 120 Volt AC Adapter (5114C 1.00) **14**
120/240 Volt AC Adapter (5115C 1.00) **24**

The entire TV watch system consists of the watch, the interface cable, the tuner and the headphones.



Seiko TV Watch

Technological breakthrough that has a way to go.

With the battle going on to make the smallest TV, Seiko seems to have won. Their TV in a watch at first would seem to be the ultimate video achievement. Well, it is and it isn't.

First, the unit requires you to attach an interface cable between the watch and a tuner to display the picture. The picture is small, but its main disadvantage is that you need light to see the blue liquid crystal display. You also need earphones because neither the watch or tuner has a speaker.

So, imagine yourself sitting in an airport staring at your watch. You really can attract a crowd, strike up conversations and be the hit of any group. But, in our opinion, that's about it. The screen is so small it is difficult to see and with all those dangling wires you feel kind of silly.

The Seiko TV watch is one of those technological achievements that still needs a little more refinement. Maybe that's why it isn't readily available in the US and why we had to obtain our supply directly from the Far East.

We were going to offer the TV watch in this magazine, but decided to wait. First, because we suspect Seiko is working on a newer improved model and secondly, we feel that our customers might be disappointed when they receive it. In fact, we tried to capture an actual picture on the screen for this photograph, but gave up. It was too difficult.

Yes, the Seiko watch is an incredible achievement and Seiko is to be congratulated for it. But, we think our readers should wait before buying one. If you wish to order one now, however, we'll take your order and keep you posted on its availability until we get our supply next year. If it still doesn't meet our expectations, we'll advise you and cancel your order. In either case, the Seiko's a classic.

Seiko TV Watch (5108C 4.00) **$399**

Desk Tubes

A small TV on your desk for those important news events.

You may want a small portable TV for your desk and Panasonic and Sanyo have the perfect answer. The B&W Panasonic model measures 1½ x 3½ x 6¼." There is also a same-size B&W model but with a built-in AM/FM radio, and a third unit with color that is only an inch larger than the B&W models and is the world's smallest color TV. The B&W models are available now and the color in early January. They have a 1½" screen, earphone, built-in antenna and an attachable magnifying lens that makes viewing easier. They use four AA-cell batteries (eight for the color unit), a rechargeable power pack, 110-volt AC or your car's cigarette lighter. All batteries and adapters are included.

Panasonic Color (5104C 5.00) **$429**
(Available January, 1984)
AM/FM Travelvision (5105C 5.00) **199**
B&W Travelvision (5106C 5.00) **169**

The Sanyo is a versatile B&W TV with a 2" screen and AM/FM radio that's great to use on your desk or around the house. It has a built-in handle, antenna and earphone. It is 2 x 6¼ x 7" and uses 6 AA-cell batteries, household current, rechargeable power pack or your car's cigarette lighter. All batteries and adapters are included.

Sanyo TV (5107C 5.00) **$199**

Stereo Clock Radio

Two alarms, two speakers, two bands and too good.

Hurray for the great sound of music. Normally you don't get it from a clock radio. The new Panasonic 3-piece AM/FM stereo, however, has a sound that rivals many full-size stereo systems. It's made for your bedroom or kitchen, but its sound is so good that you can use one for your desk, den or dining room.

Don't let its size deceive you. It uses powerful micro-speakers for a big sound even though the speaker is a 3½" cube. The radio measures 4 x 4 x 7¼." Bass and treble are adjusted with a slide control and there are individual volume controls for each speaker. AM and FM tuning is on an easy-to-read illuminated rotary dial and you can use a Walkman-type stereo headphone (not included) with a 3.5mm plug for private listening. AM and FM antennas are built-in, but if you want to improve reception, there's a terminal where you can connect an external antenna.

The clock is as nice as the stereo system. The large blue fluorescent display is easy-to-read and its brightness can be adjusted for night and day. There are two different alarm settings with a snooze so you and your mate can each have your own setting or you can have one setting for weekdays and the other for weekends. You can wake up to either music or an alarm. There's also a 9-volt battery backup to insure that the clock and alarm don't lose their settings in case of a power failure. (Battery not included.)

The Panasonic has a 6' AC cord and each speaker separates from the main unit with a 7' wire so it can be placed on a table, hung on a wall or suspended from the ceiling. The stereo clock radio makes a great gift that can be appreciated every morning. Order one if you want the great sound of music from your nightstand or kitchen.

AM/FM Stereo Radio (5028C 5.00) . . . **$99**

Pocket Arcade

Five pocket video games that are a great challenge.

TV video games that fit into your pocket? You bet! These Nintendo games are kid-size, but have the sound, fast action and life-like graphics that even adults will enjoy. Each game features a liquid crystal display like the ones used in digital watches.

Which game to try? It's tough to decide. Three games have a double screen that fold into their own case. In Donkey Kong, Mario races up and down scaffolding to rescue the beautiful girl—just like the full-size arcade game. Mario and his brother Luigi, in Mario Bros., work at a bottling plant and try to keep bottles from falling off the conveyor belts. In the third game, a fire rages and Mickey has to plug a water leak, yell at Pluto and show Donald Duck where to direct the hose.

Snoopy trys to return Charlie Brown's errant tennis serves in a smaller wide-screen game. And, in another game, Popeye dodges Brutus while trying to catch food Olive Oil throws into the boat for their outing.

Don't settle on one game, order several as gifts. They're the size of a pocket calculator, have a built-in clock and alarm, two camera-size batteries are included and the cases are extremely durable. Order a bunch, today.

Donkey Kong (0085C 3.00) **$35**
Mario Bros. (0086C 3.00) **35**
Mickey & Donald (0087C 3.00) **35**
Snoopy Tennis (0088C 3.00) **25**
Popeye (0089C 3.00) **25**

Tabletop Arcade

Three personal video games that make staying home fun.

Youngsters love video games. They're fun, develop healthy hand/eye coordination and make great gifts. And, these Nintendo games are really nice. They have lots of sound and action and the graphics are better than many video games that require a TV set. Why? Because these Nintendo units have liquid crystal displays which give great color, resolution and clarity. Younger children, preteens and even adults can be delightfully challenged by the antics of Popeye, Mario and the Peanuts gang.

Our favorite? It was tough, but Popeye won by a narrow margin. In this game you battle Popeye's arch rival, Brutus, and try to push him off the pier and rescue Olive Oil. At Mario's Cement Factory, poor Mario has four different cement hoppers on different levels that he must keep from overflowing. In the third game, Snoopy scrambles like mad to keep Schroder's piano notes from waking up Woodstock and his friends.

The games are portable, a child can carry them easily and they have a built-in digital clock, alarm and an automatic battery shut off. They operate on two C-cell batteries (not included), the case is made of glossy impact-resistant plastic and measures 5 x 7 x 8½."

Order a Nintendo for a special gift, today.

Popeye (0082C 4.00) **$45**
Mario (0083C 4.00) **45**
Snoopy (0084C 4.00) **45**

Garbin

New space-age toys from another galaxy.

Toys go in fads. In the fifties kids played with Lincoln Logs, Tinker-Toys and Lionel trains; the sixties saw HO race cars and Barbie dolls; the seventies, Lego Toys; and the eighties? It just might be Godaikins.

These toy robots take a child's imagination far beyond our galaxy. Godaikins are the future. They're creatures of another place and time but live and breathe as we speak—in some far and distant planet millions of light-years away. And, they're waiting to be discovered by innocent space travelers from Earth.

The Godaikins are really four toys in one. Daigo, a humanoid, is the smallest and stands only 1¾'' tall. She fits into the robot Protteser who is 3¾'' tall and Protteser nestles into the 6¾'' tall Delinger. Then all three can be placed into the big boss, Garbin, who is a 12'' high robot and can protect all of them from any alien intruders.

Delinger and Garbin defend themselves with their launchable fists, and Garbin has an arsenal with secret missile launchers in his shins, a shine shield, red light sword, laser screw and drone-mauling battle-ax that can fend off determined intergalactic foes.

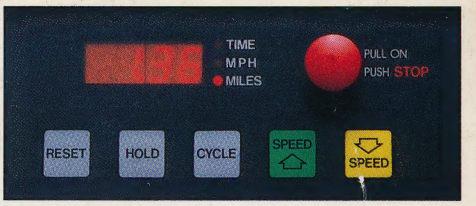
Although futuristic, the Godaikins are made with the care and craftsmanship missing in many toys today. The principal body parts are all die-cast metal and painted with high-gloss enamel. The colorful plastic parts are flexible, and the robots are assembled with rivets or screws. The arms turn and maneuver back and forth, the knees bend and the chest cavities open so you can insert the smaller robots. They come fully assembled and batteries are not required (what a refreshing change).

A full-color commemorative poster by artist, Mark Rickerson, was used on the cover as the background for the photo. The 24 by 36'' poster was commissioned by JS&A as part of an effort to encourage commercial travel on the space shuttle. The poster is available and can be shipped to you in a large protective mailing cylinder.
Poster (0102C 3.00) **$20**

The Godaikins are toys for any age. Star Wars fans will love to fantasize. Youngsters will put aside their GI Joe and Barbie dolls and have much more fun with Garbin. The Godaikins will be one of those special toys that your youngsters will remember when they have kids of their own. And adults will love the creative touch of an alien decorating their home or office. We think it's a neat new toy and have therefore featured it on our cover. We urge you to order a few for that special gift for any adult or youngster. Order at no obligation, today.
Godaikins (3001C 4.00) **$39**

Magic Carpet

A computerized system that turns any room into a running track.



Cycle the digital display automatically between speed, elapsed time and total distance. You can adjust the speed, reset the elapsed time or hold any function on the display.

Please don't laugh. The Amerec computerized running machine, even at its high price, is not frivolous at all. We'll prove that.

But before we do, first a few words about the people who will buy this expensive system. First, they are rich. This is not a product for the masses. Secondly, they have a specific problem. One person might be recuperating from a heart attack and told to walk a few miles every day, while another might be a marathon runner trying to avoid bad weather. And then there are those who just want the privacy of exercising in their home, or the businessman who wants to encourage exercise at his company.

But the really neat part of this unique fitness machine is for those people who not only appreciate the computer revolution, but also like a high quality piece of equipment that has incentives to encourage exercise.

The computerized precision accuracy of the running system make running on the Amerec actually more fun than jogging outdoors. You can watch TV or listen to music and the incentive of knowing your exact speed and distance will encourage you to use the Amerec more often.

The surface is smooth and free of outdoor hazards such as cracks, twigs or gravel. Runners find the surface solid with just the right amount of cushion. The frame is flexible aircraft-grade aluminum and the platform is special marine grade cross-laminated wood which springs with each step to help you to avoid painful injuries.

It is simple to use. Push one button to increase your speed and another to slow it down. The large stop button brings it to a safe halt. Why should you walk or run inside? Quite frankly it's easier. There's no bad weather to worry about and there is no danger of dogs, cars or criminals. And, you can exercise in complete privacy any time of the day or night.

The Amerec is the first microprocessor-controlled running system. Its speed is maintained to within a tenth of a mile per hour so an exercise program can be repeated daily with precisely monitored improvements. Its speed is adjustable in 1/10th of a mile increments from zero to 10 mph and is shown on an LED display. The display also shows the distance in 1/100ths of a mile as well as the elapsed time.

Collegiate track and field athletes were consulted in the development of the Amerec precision running machine. That's why the running bed is 5 feet long and can accommodate runners as tall as 6' 6'' running a 6 minute mile. The speed is always consistent regardless of your size, weight or how fast you're running. The plate underneath the running surface stays cool. It was developed especially for Amerec by the aero-space industry and its composition is so confidential that Amerec wouldn't even tell us. Even the running belt is imported from Switzerland. Each machine is quality tested and pre-run to make certain everything is properly adjusted and calibrated before it leaves Amerec's factory.

The Amerec measures 28¼ x 45 x 75,'' the running surface is 18 x 60'' and the required floor space is 28¼ x 75.'' It weighs 165 pounds and arrives in two pieces which assemble quickly and the system plugs into any wall outlet.

We realize that a computerized running machine for $2995 will not fit everyone's budget. That's quite obvious. But for the many people who can afford the Amerec, it is an investment in their health and well-being that is well worth the cost.

For a company fitness program, rehabilitation after a heart attack or a personal and private way to exercise without the weather and obstacles of jogging or walking outdoors, the Amerec computerized running machine is an excellent investment after all.

Order one from JS&A. We'll prepay the cost of freight to your home or office. Use it for 30 days. If it doesn't provide the fun and incentives we have described or if it doesn't meet every one of your expectations, return it for a full refund. Your only cost for trying it will be the return freight.

Keep your health and fitness in top condition. Order an Amerec precision running machine at no obligation, today.

The Runner (7012C free freight) . . . **$2995**

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